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## New, Exclusive estimates

Population

Retail Sales

**Effective Buying Income** 

for Sections. States, Counties, Cities

\$1.00 A COPY 15, 1945 EY OF BUYING POWER



Three Feathers Distributors, Inc., N. Y. Blended Whiskey, 86 proof. \*The straight whiskies in this product are 5 years or more old. 40% straight whiskey, 60% grain neutral spirits.

FEATHER YOUR NEST... HOLD THE WAR BONDS YOU BUY!

# Sales Management

VOL. 54, NO. 10

MAY 15, 1945

#### CONTENTS

#### GENERAL

Significant Trends	15
Editorial Foreword and Explanation of Data	17
Sample Analyses of County and City Data	34
U. S. Area Map	38
U. S. Population Map	38
Summary of All Data by States and Sections	109

#### TRADING AREA MAPS

Maine, New Hampshire, Vermo	mt		 	 	 		 	 	 		
Massachusetts, Rhode Island, Co	nnect	icut	 	 			 		 		
New York											
New Jersey, Pennsylvania											
Ohio, Indiana, Illinois											
Michigan, Wisconsin			 	 	 	 		 			
Minnesota, North Dakota, South											
lowa											
Nebraska											
Kansas, Missouri			 	 	 	 					
Delaware, District of Columbia,											
North Carolina											
South Carolina, Georgia											
Florida											
Kentucky, Tennessee											
Alabama, Mississippi											
Oklahoma, Arkansas			 	 		 					
Louisiana			 	 		 					
Texas				 		 					
Montana, Idaho, Wyoming											
Navada, Utah, Colorado											
Arizona, New Mexico											
California											

#### SELECTIVE MARKET INDEX

Populations and Ranking of the 200 Largest Cities.	8

#### RETAIL SALES

1944 Retail Sales Estimates—Total Dollers—for Counties with Cities in the 100,000 Group.
1944 Retail Sales, SM's Estimates of Total Dollars—for Cities with City-Zone Populations over 100,000.
1944 Food Group Sales, SM's Estimate of Total Dollars—for Cities with City-Zones Populations over 100,000
1944 General Merchandise Sales, SM's Estimate of Total Dollars—for Cities with City-Zone Populations over 100,000
1944 LumBldgHdwre. Sales, SM's Estimate of Total Dollars—for Cities with City-Zone Populations over 100,000
1944 Drug Store Sales, SM's Estimate of Total Dollars—for Cities with City- Zone Populations over 100,000
How Families Shared and Spent Their Dollars—1944 (Retail Sales Per Family)

#### **EFFECTIVE BUYING INCOME**

1944 Effective Buying Income—Total Dollars—for Counties with Cities in the 100,000 Group.
1944 Effective Buying Income—Total Dollars—for Cities with City-Zone Populations over 100,000
1944 Effective Buying Income, Per Capita—for Cities with City-Zone Populations over 100,000
1944 Effective Buying Income Per Capita (A Pictograph) 5
Effective Buying Income, 1944 over 1939
How Families Shared and Spent Their Dollars—1944 (Effective Buying Income Per Family)

#### **FARM DATA**

Ranking of Highest 200 Counties in Gross Cash Farm Income	80
Farms and Gross Cash Income from Farming-1944 (A Pictograph)	45
Gross Cash Income Per Farm—1944 (A Pictograph)	49

(For index to all county and city data, by states and sections, see page 4)



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## CONTENTS-Continued

Sections and States	County Data	City Data	Sections and States	County Data	City Data
New England			South Atlantic—Con't		
Maine	167	111	North Carolina,	270	146
Vermont		112	South Carolina	275	148
New Hampshire		111	Georgia	276	148
Massachusetts		112	Florida	280	149
Rhode Island		118			
Connecticut		118	East South Central		
Middle Atlantic			Kentucky	286	150
New York	186	121	Tennessee		150
New Jersey		121	Alabama	293	150
Pennsylvania		124	Mississippi,	296	151
East North Central			W. 10 3 5		
Ohio	210	132	West South Central	000	3.7
Indiana		135	Arkansas		154
Illinois		135	Louisiana		154
Michigan		138	Oklahoma		152
Wisconsin		139	Texas	307	152
West North Central			Mountain		
Minnesota	236	139	Montana	316	156
Iowa,	243	140	Idaho		156
Missouri	256	143	Wyoming		156
North Dakota		140	Colorado		156
South Dakota		140	New Mexico		157
Nebraska		142	Arizona		157
Kansas		142	Utah		157
South Atlantic			Nevada		157
District of Columbia	264	144			
Delaware		143	Pacific		
Maryland		143	Washington	334	164
Virginia		144	California		158
West Virginia		144	Oregon		162

For special facts and figures on Hawaii see page 340.

## Significant Trends

As seen by an editor of SALES MANAGEMENT for the year ending May 15, 1945:

#### Things I Didn't Know Before . . .

(with a bow to Walter Winchell)

THAT THERE SEEMS TO BE AN INSATIABLE DE-MAND for this 16th annual edition of the Survey of Buying Power. The Circulation Department reports a volume of *advance orders* which will nearly exhaust the stock of copies which will remain after subscribers receive theirs.

that for two straight years it has been allocating rather than selling space. The 206 pages of advertising in this issue might easily have been 412—or even 618— had not the paper shortage compelled the freezing of the folio at the 1943-1944 level.

. . . That the advertisers have become serious rivals of the editors. Very few of them use generalities or blue sky. Read the advertising pages and find valuable factual data which supplement and strengthen the editorial text.

... That there are over 1,000,000 spots where errors might creep into this volume—in the SM office, at the shop where the machine computing is done, at the printers. We can only say that the work sheet and the proof sheet totals add up correctly, that the percentage figures add to 100.00—and that we're praying they'll be that way when they reach you.

... That it seems inconceivable — but the arithmetic averages of Effective Buying Income in 1944 were \$4,061 per family and \$1,166 per capita! No one knows the precise median average, but the best-informed authorities believe that 60% of American families had an income last year of \$50 a week or more. If we can only do three quarters as well after the war, we shall have a higher average living standard than in any pre-war years. And we won't do it at the expense of the so-called "submerged one-third."

#### The States

ON A QUALITY BASIS the leading states are, in order, District of Columbia, Nevada, Delaware, California, Washington, Oregon, Rhode Island, New York, New Jersey, Massachusetts, and Michigan. This is the figure obtained by dividing the "% of U.S.A. Potential" by the "% of U.S.A. Population,"

The 10 states leading in farm income are, in order: California, Iowa, Texas, Illinois, Minnesota, Wisconsin, Ohio, Missouri, Kansas, Indiana. There are 5 states where Effective Buying Income per capita runs a third or more higher than for the Nation—District of Columbia, Nevada, Connecticut, California, and Washington.

Five states account for 41.09% of the total Effective Buying Income and 38.86% of the total Retail Sales: New York, California, Pennsylvania, Illinois, and Ohio.

The 10 states leading in Wholesale Sales are, in order: New York, Illinois, California, Pennsylvania, Ohio, Michigan, Missouri, Texas, Massachusetts, and Minnesota. They account for 67.73% of the Wholesale Sales of the country.

#### The Cities

IF YOU'RE LOOKING for an "average" or well balanced city, have a look at Binghamton. Its standings start with 120th in population, go to 95th in general merchandise sales, and are no worse than 120th—which is in drugs. Most cities jump around far more in the rankings of the several factors measured in this volume. Newark also shows exceptional balance—and San Francisco, Providence, Milwaukee, Honolulu, Worcester.

Neither population nor total retail sales nor Effective Buying Income can be depended upon as perfect barometers for an individual product, since extreme differences exist in the ranking of cities for specific commodities. See these variations as examples (from city ranking tables):

	Total			Lum	
	Retail			Bldg	
	Sales	Food	Mdse	.Hdwe.	Drug
Albany	82	81	43	103	99
Des Moines	67	69	54	48	50
Fort Worth	46	61	31	35	40
Hempstead Twsp	39	22	78	9	43
Oklahoma City	44	64	55	21	35
Tampa	91	115	93	113	79
Wilmington	58	46	72	99	65

In per capita Effective Buying Income the 10 city leaders are, in order: Long Beach \$2,555, San Francisco \$2,333, Seattle \$2,282, Sacramento \$2,255, Hartford \$2,235, Pasadena \$2,222, Spokane \$2,196, Oakland \$2,098, Newark \$2,024, Indianapolis \$2,015. Seven out of the 10 are coast cities.

PHILIP SALISBURY



Well may any lady be proud of having her picture in color on two-and-one-half million copies of FARM JOURNAL. That's half a million more than any other rural magazine prints. Better still, look at the quality of FARM JOURNAL's contents. Not only latest farming news but women's fashions up to date, recipes and ideas for making farm homes more convenient and attractive. Also pages for youth. The whole family reads FARM JOURNAL.

FARM JOURNAL editors are able to make so interesting a magazine because they are travelling all the time, talking to farm people and finding out what they like to read. Other FARM JOURNAL people are studying the farm market, learning what farmers will buy and what's the best way to sell to them. Together they have accumulated a wealth of data that's valuable to anyone who hopes to do business with the rural trade. Ask FARM JOURNAL. If we don't have the answer, we know where to find it.



OF THE FIRST FOUR
GENERAL MAGAZINES
ONE COVERS THE
RURAL MARKET

GRAHAM PATTERSON, Publisher Washington Square, Philadelphia 5

## 1945 SURVEY OF BUYING POWER

## Sales Management

## **Special Wartime Edition**

New and Exclusive Estimates of Population, Total Retail Sales, Sales by Four Store Groups, Effective Buying Income, Gross Cash Farm Income, Wholesale Sales, Sales-Advertising Controls for the Nation, Sections, States, Counties and Cities

N 1944 the Nation paid in income payments to individuals the unprecedented total of \$156, 777,000,000, which was approximately a 10% gain over the 1943 figure.

But not all of these dollars can be allocated down to states, counties and cities, for the sum of \$8.35 billion went to members of the Armed Forces serving overseas. There are insufficient data for breaking this total down by states, counties and cities, and consequently the Effective Buying Income figure shown in the following pages of SALES MANAGEMENT'S 16th Annual Survey of Buying Power is \$148,416,000,000. The population figures. based upon the most recent OPA registration, are likewise lowered to include the civilian population only.

Retail sales went to approximately the \$69 billion mark, which is roughly 64% greater than 1939. When the war started, both governmental and private experts felt that the Nation

would have to draw in its belt and would have a much lower standard of living than pre-war. But all of the experts were wrong. Prior to our entry into the war in 1941 the two biggest years for consumer goods and services were 1929 and 1940, when the total was slightly under \$70 billion.

But in 1944 consumers were able to buy \$97 billion in goods and services. These totals include retail sales, rents and services—the latter including transportation, amusements, etc.

Taxes were tremendous, but nevertheless in 1944 the American public saved a higher proportion of in-

This is SALES MANAGEMENT'S 16th annual study of income and expenditures for the Nation's civil divisions. Here—and here only—can you find for all civil divisions down to cities of 10,000 population the answers to all of these questions:

Where people live How much people have to spend How much they do spend Where they spend it

Practically all of the data presented herewith are exclusive material developed by SALES MANAGEMENT'S Research Department.

In addition to the normal use of these original and exclusive estimates in the world of marketing and advertising, the Survey of Buying Power in recent years has been accepted and widely used as evidence in the Nation's highest courts and in arguments before special Government bodies such as the War Labor Board, War Production Board and Civil Aeronautics Board. The Treasury Department makes extensive use of the figures in setting state and county quotas for War Bond sales.

come than in any previous year. In pre-war years we were accustomed to save about 10% of our income, but starting with 1941, and a percentage saving of 16, we have gone up to 29% last year, and a total four-year savings of \$116.6 billion.

By the end of 1945 the accumulated wartime savings will likely exceed \$150 billion, and at the same time consumer debt is rapidly being wiped off the books.

This wiping out of consumer debt, plus a pay-as-you-go income tax plan, allows American consumers to start from scratch in the post-war years. They won't have to worry about past debts, but can concentrate on carrying out their wishes for the present and for the future.

Last year the Effective Buying Income of \$148.4 billion was divided among 127,307,900 consumers, for an average per capita of \$1,166, and an average per family income of \$4,061.

How does this compare with pre-war years? Let's take 1940 as a measuring stick. The per capita that year was \$588 and personal taxes were \$29 per capita, thus leaving Mr. and Mrs. American citizen—and the children—with a disposable income of \$559.

From last year's per capita income of \$1,166 we must first deduct about \$150 paid in personal taxes, leaving \$1,016. The cost of living, according to the Bureau of Labor Statistics, has increased 27% since the beginning of 1940. And so we must deduct for that, which leaves a *real* per capita of \$800, which is an increase of 43% over the comparable 1940 figure.

THE MARKETING PICTURE—POST-WAR:

No one can speak with complete certainty about the post-war future. We don't know positively whether the wartime shifts in population will be permanent, or relatively temporary. We can assume, however, that if business conditions are relatively good in the post-war years, then the wartime population shifts will not be changed materially. If we run into a period of depressed business conditions then hundreds of thousands of people will go back home and ask their relatives and in-laws to move over and make room.

We do know that in order to have reasonably full employment (as shown by the estimates of the Committee for Economic Development) America's marketing men must sell about 45% more merchandise than

was ever sold in any peacetime year.

After the war there will be a return of millions of soldiers, but since the working of the draft affects every county and city approximately the same percentagewise. we needn't worry too much about any startling changes

brought about by returning soldiers.

Any post-war plan, to be practical, must carry the answer to where people are and how much they have to spend. Regardless of where people may live eventually, we know where they live now and where they can be reached by your current advertising and personal selling—where both the people and the money

EFFECTIVE BUYING INCOME VERSUS RETAIL SALES: Even in normal times, retail sales are only a measure of what the market has absorbed.

Effective Buying Income tells what it *might* absorb. Actual sales, either for an industry or for an individual company, may be low in a given market for a variety of reasons: a poor salesman, lack of enough or the right kind of advertising, and the like. Every sales manager has examples illustrating the fact that a good salesman in a poor territory usually turns in more than a poor salesman in a good territory. But no salesman, no advertising campaign, no matter how good he or it may be, ever sells and delivers more than the territory can lay across the line in hard dollars.

The operations of product shortages, rationing, concentrated or nucleus manufacturing, transportation bottle-necks, rubber and gas restrictions-all of these tend to make figures of past or current consumption of

highly questionable value in market planning.

Today most of us are unable to buy many of the things we would like to buy. They aren't being made or they aren't being sold except on a severely rationed basis.

But with this stifled consumer buying, comes vastly increased ability to buy, ability in the form of an increased spread between total Effective Buying Income and total retail sales.

The marketing executive of any kind of product should be adjusting his sights so that he aims at those districts where Effective Buying Income (and savings) are greatest and/or increasing most rapidly.

If he has something to sell today, he will find those areas most responsive, most productive of sales at the

lowest selling cost.

If he is thinking largely in terms of tomorrow's selling, he should figure that those areas where income over and above the subsistence level—is increasing most rapidly are likely to be the areas where savings during the war period will mushroom and where there will be the greatest concentration of pent-up desires which will coincide with the necessarily pent-up income.

However, in figuring sales potentials, one cannot assume that 100 cents in retail sales ever can be extracted from 100 cents in Effective Buying Income. Continuing studies made since 1929 by SALES MANAGEMENT'S director of research, Ray B. Prescott, show that the relationship between Effective Buying Income and retail sales varies nationally from year to year and varies greatly from state to state. Causes of these state variations are many; the amount of average income is one. If the average income is on a bare subsistence level, it is probable that retail sales, plus an allowance for rents and services, will equal income. In a more prosperous state, from 10 to 15% of the Effective Buying Income will go into savings in a normal year. Today the figure is much greater. Climate is another controlling factor. Percentage of owned homes is another. Accessibility to fertile soil is another. Congestion of population and transportation facilities are other factors.

The relationships vary by sections, by states, by size of community, and by the amount of purchasing done in a county or city by out-of-county and out-of-city

These continuing studies of correlations by Mr. Prescott, plus the availability of new Office of Price Administration estimates for 1943 population, make possible an improved technique which greatly limits the degree of error in breaking down national totals of Effective Buying Income and sales to the smaller divisions.

The variations in the percentage of Effective Buying Income which went into retail sales in 1944 range from a high of 61 in Wyoming to a low of 41 in New York.

The low average percentage for New York and other states of large population and of a high degree of industrialization results from such factors as the following: a high percentage of corporate and individual savings, higher allowances for rent and transportation, greater expenditures for heating, services, amusements and other forms of expenditures which are not measured under the broad term "retail sales."

Following is a state by state comparison of Effec-

tive Buying Income and retail sales for the year 1944:

	Effective		
	Buying	Retail	Ratio
	Income	Sales	Sales to
(i	in millions)	(in millions)	Income
Alabama	1,837	842	46
Arizona	584	276	47
Arkansas	1,067	556	52
California	13,101	5,860	45
Colorado	1,180	611	52
Connecticut	2,944	1,415	48
Delaware	422	250	59
District of Columbia	1,551	805	52
Florida	2,106	949	45
Georgia	2,281	1,055	46
Idaho	509	275	54
Illinois	10,108	4,240	42
Indiana	3,987	1.789	45
Iowa	2.521	1,241	49
Kansas	2,000	1,001	50
Kentucky	1,752	872	50
Louisiana	1,801	943	52
Maine	851	459	54
Maryland	2,579	1,311	51
Massachusetts	5,479	2,561	47
Michigan	7,235	3.341	46
Minnesota	2.627	1,420	54
Mississippi	1.136	491	43
Missouri	3,661	1.600	44
Montana	583	323	55
Nebraska	1.321	639	48
Nevada	226	120	53
New Hampshire	432	252	58
New Jersey	5,728	2,546	44



	Effective		
	Buying	Retail	Ratio
	Income	Sales	Sales to
(4:	n millions)	(in millions)	Income
New Mexico	370	196	53
New York	18,243	7,511	41
North Carolina	2,425	1,097	45
North Dakota	501	245	49
Ohio	8,944	4.088	46
Oklahoma	1,800	916	51
Oregon	1,747	880	50
Pennsylvania	10,620	5,074	48
Rhode Island	1,005	514	5.1
South Carolina	1,200	598	50
South Dakota	492	252	51
Tennessee	2,077	971	. 47
Texas	6,105	2,896	47
Utah	651	328	50
Vermont	328	195	59
Virginia	2,513	1,153	46
Washington	2,961	1,501	51
West Virginia	1,319	636	48
Wisconsin	3,240	1,595	49
Wyoming	266	162	61
U. S. A	148,416	68,851	46

HOW THE SURVEY MATERIAL IS ARRANGED: Both the County Data and the City Data Sections are arranged by geographic sections instead of alphabetically, but for the convenience of readers an alphabetical index to contents is provided on page 344. Arrangement of the detailed figures under geographic sections is most practical because there is a closer relationship between Rhode Island and Massachusetts, contiguous to each other in the New England Section, than there is between Rhode Island and South Carolina, which follow each other in the alphabetical lineup.

Following the suggestion made by a number of readers, the County and City Data Sections are separated, and the City Data Section starts on page 111, moving from East to West, and taking in all states.

The County Data Section starts on page 167, and the arrangement is the same as for Cities.

In the County Section cities are given in parentheses which are included in the City Section.

Accompanying the County Section is a series of 24 copyrighted state maps in color—maps so constructed as to give the largest possible amount of space to the county names, so as to make identification easy.

A shading system has been adopted so that those counties having retail sales of \$50 million or more in 1942 stand out above the less important counties.

The cities shown on the maps are those having retail sales of \$20 million or more in 1942, and, through varying sizes of type and a special code, variations in city sizes are shown.

#### County Section

#### Definitions, Descriptions, and Sources of Column Headlines and Tabular Material, Starting Page 167

**POPULATION:** The population figures used are the net registration figures of the Office of Price Administration, Registration No. 4, revised by the Bureau of the Census and released February 15, 1944, under title "Series P-44, Number 3." This estimate adds to the civilian population members of the Armed Forces who do not live on posts or stations, and are therefore entitled to hold ration books, together with an estimate of the population in institutions for each county.

The estimates of the number of family units were

made by the Columbia Broadcasting Co. and were taken from their copyrighted booklet "U. S. Radio Ownership by Counties, 1940-1944." The ratio of average family size to each county to the Nation's average in 1940 was first computed. Application of these ratios to the 1944 national average of family sizes provided a new county-by-county family size figure, and this was divided into the county's population to arrive at the number of families in each county. No special adjustment had to be made, since withdrawals into the Armed Forces and the creation of new family units have taken place at a fairly uniform rate in all sections of the country.

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SALES MANAGEMENT'S Research Department has computed the Bureau of Census figures on population so as to show for each county the "percentage of state" and "percentage of U. S. A." Similar percentage figures are given for retail sales and for Effective Buying Income so that readers can see at a glance the size of a county, and the kind of a county it is.

#### RETAIL SALES-1944 SM ESTIMATES:

Again SALES MANAGEMENT'S Survey of Buying Power is the *only* source of information on retail sales by counties since the Government's retail sales Census of 1939.

In making its estimates of retail sales by states and counties, Sales Management starts with the official 1939 figures as the base. These are modified in the projections by changes in population, studies of sales tax receipts, bank debits, reports obtained by the Department of Commerce from cooperating retailers and by the figures on department store sales compiled by the Federal Reserve Board. Through correlation studies made by Sales Management's Research Department on bank debits and retail sales, going all the way back to 1929, the magazine has found definite relationships and patterns which vary from state-to-state, county-to-county, city-to-city.

The month-to-month changes in bank debits and retail sales are reflected monthly for 200 cities in the copyrighted feature "High-Spot Cities," which appears in each first-of-the-month issue of Sales Management. These continuing studies are extremely helpful in preparing the final annual estimates which appear in this volume. The first column under Retail Sales is "Dollars in Thousands," followed by "% of State" and "% of U. S. A." Similar percentage figures are given for population and for Effective Buying Income so that users of the Survey can see at a glance both the quantity and the quality factors of a given county, or as between counties.

The 1944 total retail sales bill of \$68.85 billion (SM's estimate) was divided as follows among types of stores:

8	in millions	Ratio 1944 to 1939
Food Stores	18,753	186
General Merchandise	10,861	207
Apparel	6,814	209
Lumber-Building-Hardware	3,556	129
Drugs	2,860	183
Home Furnishings	2,507	145
Automotive	2.834	51
Filling Stations	2,604	92
Jewelry	1.002	278
Eating and Drinking Places	9,314	264
All other	7,746	166
Total	68,851	164

Estimates are given for four important store groups, selected both on the basis of total volume and of current business possibilities.

The groupings are those instituted by the Bureau of

the Census.

The food group takes in all stores selling food (groceries, meat markets, delicatessens, dairy goods) but does not include country general stores.

General merchandise stores include department

stores, mail-order stores and variety stores.

The lumber-building-hardware group includes lumber yards, dealers in building construction materials, and hardware stores.

Drug stores do not include the drug departments of department stores or other stores that may sell some drugs or toilet goods as a side line.

EFFECTIVE BUYING INCOME—SM ESTI-

MATES: The first column under this heading shows in thousands of dollars the Effective Buying Income for 1944 from all sources, such as wages, salaries, dividends and interest, Government payments, and all miscellaneous items of income. The income figure is for

income, before taxes are paid.

The estimate is based upon a formula first devised by SALES MANAGEMENT in 1929. It was improved materially in 1937 through the addition of an estimate of the non-money income of farmers and small-town residents, and more recently by correlation studies which show the relationship between income and retail sales, and between bank debits and both sales and income. As in the case of retail sales, the Survey of Buying Power is the only source for income estimates by counties and

As pointed out elsewhere, SALES MANAGEMENT has attempted to break down only that part of the income paid out to individuals which was paid within the continental borders. Consequently the SM total is some \$8 billion short of the over-all estimate of income paid out made by the Department of Commerce, which includes the money paid to our Armed Forces serving

After apportioning to each state its share of the total national income, based upon studies of retail sales, income tax returns, bank debits, carloadings, dividend payments, agricultural marketings, etc., the total state incomes are then distributed by counties according to a percentage figure which is based upon known relationships between the county and the state.

These basic figures are then further refined by applying known information about the non-money income received by farmers, as estimated from Government surveys made in 1935-36, and by the correlation method

mentioned in an earlier paragraph.

The resultant figure is called Effective Buying Income—effective because it attempts to measure real income, and not merely dollars and cents, and buying because subscribers are primarily interested in a community's ability to buy.

The county dollar figure is further refined to show what percentage it bears to the U.S.A. total as well as the state total. Subscribers may quickly compare similar percentages for population and retail sales and get the answers to three questions: How many people, how much they spent, and how much they might have spent.

The information on Effective Buying Income is more important this year than ever before because it is the only known measure of purchasing capacity. Retail sales are greatly restricted by the war. Had merchandise been available, the total retail sales figure would have been at least \$90 billion, for even after paying record breaking taxes the American public saved nearly \$40 billion in 1944.

Much of this money will come back into the market when goods again are available, and all alert sales organizations are gearing their efforts to sell-and keep sold—the families and individuals in those areas where income is highest, for where income is highest savings

also are likely to be highest.

For the third successive year the SALES MANAGE-MENT Research Department has developed an estimate of gross cash farm income by counties. It is an estimate of the receipts from agricultural and livestock marketings plus Government benefits; it does not include the farmer's income from off-the-farm labor and

The 1944 estimates were arrived at by taking the Department of Agriculture preliminary figures on gross farm cash income by states and then distributing the total by counties according to the percentages which prevailed in the 1940 Census. There was not sufficient information available on a county-by-county basis to make possible any allowance for variable increases in either the price or the production of specific crops, or types of livestock, or in the possible shifting of a county's basic agricultural items from the 1939 basic

crop to a new one in 1944.

Because it is a gross estimate of farm cash income, the dollar total in this column will be found to exceed the Effective Buying Income in a number of counties which are predominantly agricultural. The net income (after deduction of current operating expenses and wages to hired labor) was approximately 60% of the gross total, but variations by sections are rather extreme. For example, in 1942 the net income of farmers was 52.6% of gross income-but in New England it was 28.9%, Middle East 35.3%, South East 64.6%, South West 56.1%, Central states 53.4%, North West 52%, Far West 41.1%.

SALES-ADVERTISING CONTROLS: column headed "% of U. S. A. Potential" is designed as an over-all index for use in setting sales quotas and advertising appropriations.

It is a weighted index and includes Effective Buying

Income, retail sales, and population.

The number of people, their buying habits, and the amount of money they have to spend are each important in setting sales quotas and allocating advertising appropriations, but for the great majority of products no single feature is an accurate guide. Perhaps we were all created equal but we are not equal when we reach the buying stage; neither do we buy all of our merchandise in the same towns in which we live-and millions of us live on farms far away from towns.

As the result of a great deal of study and experimentation, and after checking tentative conclusions with actual sales records of many SM subscribers, the editors have perfected a new balanced "% of U. S. A. Potential" which assigns 5 points to "% of U. S. A. Effective Buying Income," 3 points to "% of U. S. A. Retail Sales," and 2 points to "% of U. S. A. Population."

This "% of U. S. A. Potential" figure can be used

without change by national marketers in setting up sales quotas on a fair and equitable basis, in dividing up sales territories, in setting realizable goals for distributors, and by advertising agencies, and by advertising departments in breaking down their appropriations and in deciding where to put added pressure.

Those organizations that do not distribute nationally

## IT'S THE STATION THAT BROUGHT MY BOY HOME

Since Pearl Harbor two thousand four hundred eighty WGAR programs

have brought news or actual voices of hometown servicemen

from remote sources.

Done sincerely for our loyal listeners, they also help explain why

commercial messages

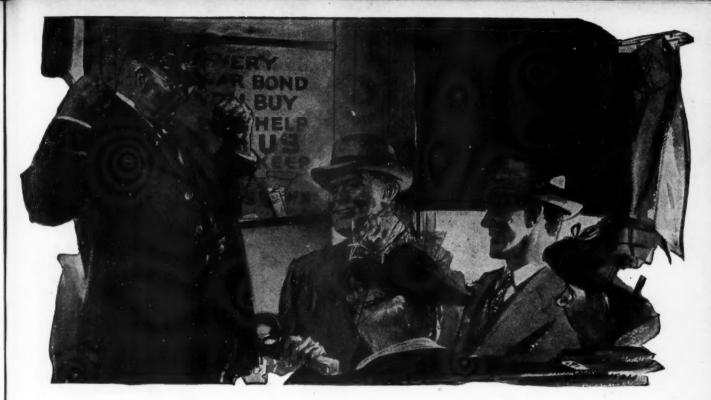
get attention, belief,

response so effectively

over the Friendly station.







## Conductor ... of public relations!

The eastbound 5:00 from Pottstown was running a little late. The two men looked at their watches, and wondered if there would be time to make connection between stations in North Philadelphia. They consulted the conductor, a dignified gentleman, long in the railroad's service.

"We're running a little late," he said, "but bring your bags down near the door so you can get off quickly, and get a cab, and you ought to have time to make it."

He shouldered a way to the door for them. "It's only five blocks between stations," he said. "Too bad you're not Superman. One swoop"—diagrammed with the hands—"and you'd be there. Ain't he a wonder? Of course, if there were many like him,

business wouldn't be so good for the railroads . . . Here we are now...North Philadelphia.Norr-rth Philadelphia."

In the cab, one said, "Damnedest thing I ever heard of! Imagine the old boy being a Superman fan and taking forgranted we'd know what he meant? Superman is kid stuff."

His companion thought a while. "Well, you knew what he was talking about. I did, too. So Superman must be something more than just kid stuff."

Superman is more than kid stuff. It's a rare adult who doesn't know about that rare creature who defies gravity, space, steel bars, speed laws, and villainy in all forms. It's rarer still to find kids who read the comics to their parents!

And it is still a comparatively rare advertiser who realizes the significance of adult readership of comics... three out of four adults who read the Sunday newspapers are comics section eaders! Add the kids—and you have degree of whole-family penetration

not available in any other type of medium. Consider that Sunday comes fifty-two times a year . . . And the resultant habit ensures advertising a certainty of reception unmatched by any medium!

And not the least of the advertising opportunities in Sunday comics is Metropolitan Group... the national network of 43 major Sunday papers... more than 15,000,000 circulation, maximum concentration in a maximum number of major markets—half of the better-buying families in the nation, in a single low cost package! Big space unit, four colors... Only one order, one bill!... The nearest office will give you all the details!

### The first national newspaper network ... Metropolitan Group

Comics Section Advertising in: Baltimore Sun • Boston Globe • Chicago Tribune • Cleveland Plain Dealer • Detroit News New York News • Philadelphia Inquirer • Pittsburgh Press • St. Louis Globe-Democrat • Washington Star • Des Moines Register Milwaukee Journal • Minneapolis Tribune • St. Paul Pioneer Press • ALTERNATES: Boston Herald • Detroit Free Press

New York Herald Tribune • St. Louis Post-Dispatch • Washington Post • OPTIONAL ADDITIONS: Atlanta Journal Buffalo Courier-Express • Cincinnati Enquirer • Columbus Dispatch • Dallas News • Houston Chronicle New Orleans Times-Picayune-States • Omaha World-Herald • Providence Journal • Rochester Democrat & Chronicle San Antonio Express • Springfield Union & Republican • Syracuse Post-Standard • METRO PACIFIC: Fresno Bee Long Beach Press-Telegram • Los Angeles Times • Oakland Tribune • Oregon Journal • Sacramento Bee San Diego Union • San Francisco Chronicle • Seattle Times • Spokane Spokesman-Review • Tacoma News Tribune

220 E.42d St., New York 17. Tribune Tower, Chicago 11. New Center Bldg., Detroit 2. 155 Montgomery St., San Francisco 4

#### FOR SPACE BUYERS ONLY

Your job is to invest advertising dollars where they'll get the most profitable results in goods and services sold, in good-will gained—or both. Even with all your media experience and marketing knowledge, this is one of the most difficult investments in the world to make wisely.

The advertiser rightly demands tangible results from advertising. Can you promise him this? You can, when you consistently use THE CHRISTIAN SCIENCE MONITOR to carry his advertising news.

For the MONITOR is a newspaper — a great international daily newspaper, with an unsurpassed service for gathering world news. Fearless and unpartisan, it is the newspaper eagerly read by men, women, and youth who want the NEWS FACTS and their MEANING as well as wholly reliable advertising to guide their buying. And they have far better than average power to buy.

Ask our nearest office for full information about the MONITOR MARKET.—THE CHRISTIAN SCIENCE PUBLISHING SOCIETY, One, Norway Street, Boston 15, Massachusetts.



Na Po

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0



Branch Offices: New York, Chicago, Detroit, Miami, Kansas City, San Francisco, Los Angeles, Seattle, London, Geneva, Sydney

Sales Management - May

but that operate on a sectional basis can use the figures with a slight modification. Let's suppose that such a manufacturer operates in a dozen states and the combined "% of U. S. A. Potential" of these 12 states (as shown in the page headed "Summary of All Data by States and Sections" is 25% of the national total. Since this is one-fourth of the U. S. A. potential, he should multiply the "% of U. S. A. Potential" for each county in his section by four.

Many alert sales organizations use these potential figures in their sales training and promotion work with important distributors and dealers, but the editors suggest that all national figures be reduced to a local level. The distributor in Richmond, Va., can't see the counties in his territory as a percentage of the national total, but it is very easy to reduce them to an understandable figure. Let's assume that this distributor has 5 counties in his territory. The potentials for each of those counties will be found in the state section. A typical set-up follows: The first column shows the "% of U. S. A. Potential" from this volume, and the second column is

the figure which results from using the total of the 5 counties (7.97) as the base, 100.

Coun	to	9															9	10	of U.S.A. Potential	Localized County %
A			٠		٠	٠			٠			٠								5.77
В				۰							٠			٠	٠				.542	68.00
C																9			.122	15.31
D											٠		٠						.020	2.51
E		9										*							.067	8.41
																			.797	100.00

That distributor can't visualize County B as producing 542% of the Nation's total, but he can see it as having 68% of his territory's volume.

The last column in the County Data Section, called "Quality of Market Index," is a measure of the purchasing ability of each county as compared with the

Nation. It is constructed by dividing the "% of U. S. A. Potential" by "% of U. S. A. Population." U. S. A. of course is the base, 100. This index is designed as a handy guide to sales and advertising managers who are considering intensive campaigns in a restricted list of above-average counties. Those counties which have an index figure markedly higher than that of the Nation (100) or higher than other counties in the state or the geographic area, are likely to be the ones where intensified promotion campaigns will bring the greatest returns. Note, however, that it is an index of quality but not of quantity.

#### Definitions, Descriptions, and Sources of Column Headlines and Tabular Material-City Section, Starting Page 111

Retail sales, rather than population figures, are used as the determining factor for inclusion of cities in the City Data Section commencing on page 111, because to the marketing executive retail sales are the most realistic vardstick. Some suburban communities of 25,000 are nowhere near so important in retail sales volume as other cities of 10,000 which are trading centers for a wide area.

Cities included in this year's tabulation are those which had retail sales volumes in excess of \$4 million in the U.S. Government Retail Sales Census of 1939.

POPULATION: No official U. S. Government Census figures on city populations have been available since 1940, and the Office of Price Administration's registration figures which are used in this volume for county populations (as revised by the Bureau of the Census) are not compiled by OPA on a city basis.

As a consequence, SALES MANAGEMENT went last year to local authorities (chambers of commerce, mayors' offices, newspapers, etc.) for estimates of civil population as of January 1, 1944, and the same figures are used in this year's volume.

In general, these local estimates seem to be conserva-Many cities show declines from the 1940 Census, many have just held their own, and those in heavy war centers have shown considerable increases.

Local authorities were instructed by SALES MANAGE-MENT to provide an estimate of the civil population only, within the municipal boundaries, excluding military personnel and inmates of institutions.

In using these figures, remember that they are local Some chambers of commerce undoubtedly have been over-optimistic in their quoting of population figures, and there are a number of instances in this book where the total populations of cities within a county add up to a sum greater than the official census estimate for the county itself. In the absence of official population information by cities, Sales Management has no answer to these occasional discrepancies.

SALES MANAGEMENT'S Research Department has translated the raw figures of civilian population into terms of "% of state" and "% of U. S. A.," and has done the same thing for retail sales and Effective Buying Income so that subscribers can see at a glance the quality of the market and how it compares with other markets.

RETAIL SALES-1944 SM ESTIMATES: The estimating of retail sales and Effective Buying Income is an all-year-'round job with SALES MANAGE-MENT, and the final year's figures by cities as published herewith are the end result of the work done month by month for some 200 cities in the first-of-the-month feature called High-Spot Cities.

The same four store groups which are broken down in the County Section are repeated for cities. These four groups—Food, General Merchandise, Lumber-Building-Hardware and Drugs-were selected both on the basis of total volume and of current business possibilities.

WHOLESALE SALES - 1944 SM ESTI-MATES: For the benefit of sales managers who sell through wholesale distributors and who wish to pick out the largest wholesale centers and compare one with the other, the editors have revived a section which has been missing from the Survey of Buying Power for the past two years. These city estimates are projected from the official 1939 Census.

EFFECTIVE BUYING INCOME—1944 SM ESTIMATES: From the county estimates SM's Research Department has worked out a further estimate of Effective Buying Income by cities, with dollar totals, % of State, % of U. S. A. and three per capita figures. For a more precise description of sources, consult the County Section on page 167.

The three per capita Effective Buying Income figures give the total dollars per capita and then relate that dollar figure to similar state and U. S. A. figures. The state and U. S. A. per capita figures are used as the base 100, and all city ratio figures in excess of 100 mark those cities which are higher in per capita Effective Buying Income than the state or the Nation or both.

#### Suggested Uses for This Survey:

#### 1. Advertising

(a) Allocating by districts.

(b) Checking media circulations against income and sales.

Servicing agency accounts.

(d) Determining markets for intensive cultiva-

(e) Selecting test cities.

Adjusting advertising quotas to sales results. (g) Selecting cities for special spot radio and newspaper campaigns.

#### 2. Market Planning

(a) Determining market potentials.

Setting quotas for a new product or industry.

Checking relative merits of distributors. (c)

(d) Setting territorial quotas.

(e) Furnishing spending power data to dealers. (f) Determining markets for test of new products or plans.

Appointing exclusive distributors.

(h) Measuring progress or retrogression of specific areas.

Planning expansion programs.

(j) Synchronizing production to the absorptive power of the market.

#### 3. Handling the Individual Salesman

(a) Setting sales quotas.

- (b) Checking salesmen's results against potentials.
- (c) Offsetting salesmen's and distributors' alibis and hard-luck stories.



It takes some of the finest management brains in the whole world of business to grow America's cars. Among them are scores of the most constant of Business Week's constant readers . . . who, though devoting their skills to war tasks today, will be planning the next bumper crop of cars tomorrow. Into every product that's around and about goes

Into every product that's around and about goes quite a bit of Business Week.

You have many things to say to management-men



### TEENA KNOWS HER ONIONS ---

DO YOU?



The butcher ... the baker

... the cloak and suit maker are all agreed,

Teena the High School girl is mother's

big new help around the house. When school

is out you'll find her doing the family shopping.

She knows what to buy and how to buy it ... the brand

to try and where to find it. For our girl Teena is in

the know! She got that way reading every page and every

issue of the young girl's service magazine

*`seventeen\** 

If you do, you'll sell Teena in the magazine she's sold on.

- \*Only eight issues old and more advertising lineage than any one of the four top woman's service magazines.
- \*Only eight issues old and 700,000 copies melt off the newsstands in four days.
- \*Only eight issues old and 250,000 teenagers are SEVENTEEN subscribers.



(d) Revamping salesmen's route lists.

(e) Selling the salesmen on their territories.

#### 4. Other Uses

- (a) Attracting factories and distributors' branches.
- (b) Building bases for raising new capital.

(c) Planning expansion programs.

(d) Opening new company-owned retail sales outlets.

(e) Locating industrial sites.

(f) Proving need for improved transportation service,

#### COPYRIGHT

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## Sample Analyses of County and City

Important Things to Look for in Analyzing Any Market—Sample Analyses Using the State of New Jersey, the County of Essex and the City of Nashville as Examples.

This Survey of Buying Power is a precision tool—and like any other precision tool it cannot be used properly without a careful study of the instructions and some knowledge of the parts.

Every year we receive hundreds of letters of inquiry as to what a headline means, or the source of a column, or whether Effective Buying Income is income before or after taxes, or how the "% of U. S. A. Potential" is derived—and 95% of these letters would not have been written had the subscribers gone to the trouble of reading the preceding explanatory pages

ing the preceding explanatory pages.
So again we suggest; implore and command

## BEFORE USING THESE FIGURES SEE EXPLANATION, STARTING PAGE 17

There is a vast array of figure information on these pages, but no one volume can contain *everything* which certain subscribers may want. For those who want to know where we started from to get to where we are

now, the editors suggest comparisons with the 1940 Census data and the 1940-1944 issues of the S.M. Survey of Buying Power.

## ANALYSIS OF ESSEX COUNTY (See sample chart, page 36)

Comparisons in the following analysis which are secured by additional computations (from data in this issue, Census data, or data in previous Surveys) are italicized.

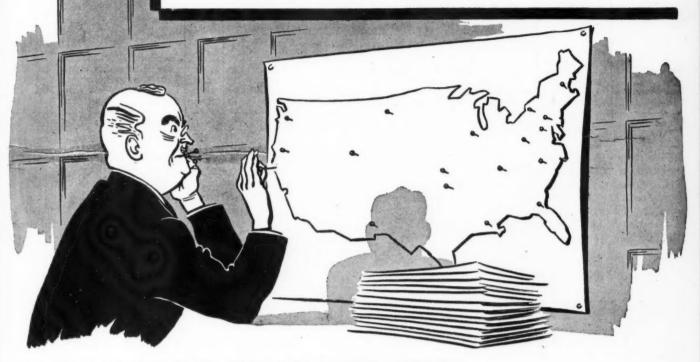
#### Population

Since 1940, the last official Census, there has been an apparent drop of 3.3% in the population of the Nation. Today only civilian noses are included in the estimates. New Jersey has lost only 1.9%—a favorable sign—and Essex County only 1.5%, according to Bureau of Census figures in release P 44. Authorities in Essex County point to an actual gain, claiming that

### Sample State and County

COUNTY	OPA CIVIL POPULATION 2-15-1944				RETAIL SALES—1944 ESTIMATE						EFFECTIVE BUYING INCOME 1944 ESTIMATE					SALES— SADVERTIS- ING CONTROLS		
	Total	%	%	Families		% of	%		UR STOF			Dollars	% of	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	of U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket index
Essex	824.8 4,060.6		.648 3,206		651,878 2,546,274		.947 3.698			16,895 108,364		1,700,847 5,728,202		1.146 3.859	7,189 4,898	3,216 207,800		152 115
U. S. A	127307.9		100.0	38,544.0	68,850,694		100.0	18752610	10860690	3555883	2860112	148415957		100.0	4,081	21217053	100.0	100.0

## Planning to Strengthen Your Distribution?



#### BUSINESS PAPERS CAN HELP YOU BUILD NEW MARKETS...ESTABLISH NEW OUTLETS

IF YOU WANT THOSE PINS TO STAND FOR PROFITS and want to use *more* of them, now is the time to tell dealers and wholesalers about your postwar marketing plans.

And the place to tell them is in business papers... the publications they read for helpful information about their business.

With both dealers and wholesalers disgruntled over unfilled orders—sparse deliveries—and imagined discrimination, it's important to let the right people know the advantages of handling your line.

Through publications devoted exclusively to serving wholesalers and retail-

ers, your advertising will help you build new outlets by carrying your story to the right people...it will produce inquiries leading to a stronger dealer set up.

Naturally, there'll be many new dealers—almost as many new wholesalers—outlets at present unknown to most manufacturers. But one thing you do know is that they are reading, right now, the business papers dealing with their particular merchandising problems. That's why, through business paper advertising, you can tell them about your line before they load up with competitive lines.

Tell them about your consumer adver-

tising. Show them how it has been and will continue creating a demand. Explain how your postwar plans will take care of this demand. Then point out the advantages of the specialized help provided for them in your branch offices or service departments. They want to know these facts now.

Results may surprise you if you're not used to business papers' pulling power. But there's a reason advertising in these publications can help you strengthen distribution in less time and at lower cost. Business papers are extremely selective. They're read by people particularly interested in what you have to say.

So plan to tell your story to the right people, at the right time-now in business papers.



THE ASSOCIATED BUSINESS PAPERS

205 East 42nd Street

New York 17, N. Y.

### Sample City

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ULATICAL ES	T.			S		ES-1944 TIMATE				EFFECT	SH.		IG INCOME—1944 ESTIMATE			
CITY	COUNTY	Tetal (in	9%	%	Dollars	%	%			RE GROU		Whole- sale Sales 1944	Deliars	% % Per Capita				ta	
		thou- sands)	% of State	of	(in thousands)	of	of	Food	General Mdse.	Lum,- Bldg,- Hdwre,	Drug		(in thousands)	of	U.S.A.	Doi-	Ratie to State	Ratio to U.S.A	
Major Cities of State	videon		9.27 32.95	.205	128,625 132,524 656,397 971,044	13.65 67.60	.193	135,626	21,008 134,130	5,813 26,191		232,197 1348857 1531642	359,190 1,196,308	17.29 57.59	.242	1,266			

12,495 noses were "lost" in the OPA tabulation of registration #4. Note the percentage figures for Essex and the state, for they will have additional meaning when matched against similar percentages for retail sales and Effective Buying Income.

The size of family—3.49 persons—is identical for the Nation, New Jersey and Essex County.

#### Retail Sales

The state's gain over 1943 was 2.4%, and for Essex County 4.8%, as against the national gain of 8.9%. Of greater significance are the percentage figures for sales as compared with population (3.205 vs. 3.698) and (.648 vs. .947), showing that the state's citizens purchase 15% more than average for the Nation, and those of Essex County 46% more.

those of Essex County 46% more.

On a per-family basis, New Jersey expenditures were \$2,185, Essex County \$2,750 and the Nation \$1,854. Similar comparisons are suggested for the four store groups. (For state comparisons see Pictographs on pages 65 to 72.)

The buying pattern in Essex County varies markedly from national averages:

Es	sex—%'of	U. S. A% of
to	otal sales	total sales
	dollar	dollar
Food	34.9	27.3
General Merchandise	22.2	15.8
Lumber-Building-Hardware	2.6	5.2
Drug		4.2

#### Effective Buying Income

The power and importance of Essex County become fully apparent when we measure three factors against New Jersey and the U. S. A.

	Essex	Essex
	as % of state	as % of U.S.A.
Population	. 20.21	.648
Retail Sales		.947
Effective Buying Income.		1.146

Effective Buying Income on a per-family basis is 20% higher in New Jersey than for the Nation as a whole, and in Essex County is 77% higher.

New Jersey and Essex County are highly industrialized, but the state's farms—especially truck, fruit and dairy—account for 1% of the Nation's gross agricultural income.

Under "Sales-Advertising Controls" we find that Essex County should be tabbed for .987% of potential sales volume and a similar percentage of the advertising budget. Many citizens of Essex commute to New York and do some of their shopping there, but this is offset to some extent by those in other New Jersey counties who shop in Newark and other Essex cities. Furthermore, the alert advertiser wants to reach people where they live, regardless of where they shop.

From the point of view of quality (this index figure is derived by dividing "% of U. S. A. Population" into "% of U. S. A. Potential") New Jersey ranks 115 and Essex County 152. This means that on a per capita basis the citizens of Essex County will take 52% more of your merchandise than the national average.

#### SAMPLE ANALYSIS OF A CITY

#### Population

Tennessee's population loss—3.3%—is exactly the same as the Nation's, but Nashyille shows a gain of 4.2% and Davidson County a gain of 1.5%

4.2%, and Davidson County a gain of 1.5%.

Note the % of state and U. S. A. population figures in the sample analysis below and then compare them with similar percentages for retail sales and Effective Buying Income.

#### Retail Sales

Last year's retail sales volume of \$128,625,000 placed Nashville 64th among American cities (see page 88). This was a gain of 10.4% over 1943, or well ahead of the Nation's gain of 8.9%. More startling, of course, is the city's gains over the 1939 retail census:

			% of
	1939	1944	Increase
Total sales (millions)	128.63	80.39	60.0
Food	27.62	16.19	70.4
General Merchandise	20.32	10.88	86.4
Lumber-Building-Hardware	5.02	3.82	31.4
Drug	6.90	3.71	86.5
Wholesale sales	232.20	127.35	82.3

#### Effective Buying Income

Nashville's per capita income of \$1,611 puts it in the forefront of Southern cities, and well above the national average of \$1,166, the state average of \$737, and the average of the 16 major cities of the state, \$1,399.

Nashville ranks 57th among American cities in total Effective Buying Income and 51st in per capita.

Its income standing may be seen at a glance by these ratio comparisons (the last two columns): 219 as compared with the state, 138 with the Nation.



On You It Looks Good, Madame

YOU'VE got the right idea, Madame. Denim may not have the sweeping dignity of chiffon, but mass production calls for overalls, not evening gowns; serviceability, not swank.

Business men have learned, too, that wearing shirt-sleeves pays off better than white ties and tails in getting mass sales as well as mass production.

That's where a publication like Puck-The Comic Weekly comes in. It isn't printed on slick coated paper, it may not be thoroughly read by the pride of Watch Hill or Newport (although we know it is), but in more than 6,500,000 homes throughout the United States the familiar characters in Puck provide thrills and entertainment for young and old alike every week.

These same families—the mass producers of multi-billion dollar sales—follow the adventures, the escapades, the laughs and tears of famous "Jiggs and Maggie," "Skippy," "Little King," "Blondie," "Tillie the Toiler," "The Katzenjammer Kids," "Little Annie Rooney" "Popeye," "Donald Duck," "Toots and Casper," "The Phantom," "Prince Valiant,"

"Snuffy Smith," "Jungle Jim," "Tippie," "Flash Gordon" and others. Characters more familiar to all kinds of people than the best known stars of the stage, screen or radio. They are the "All-Star Cast!"

A large group of manufacturers, who represent the "Who's Who" of America's business, know the influence of the famous characters in Puck-The Comic Weekly. For in Puck, year after year, the advertisements of these firms have consistently produced tremendous sales.

Distributed every week from coast to coast with a group of great Sunday newspapers, the editorial features in Puck and the advertising it publishes make the fascinating reading habit of more than 20,000,000 adults and young folk.

For those companies who have products to sell today or brand names to build for tomorrow there are big color pages, half pages or one-third pages in Puck. To learn more about how your company can effectively sponsor advertising in this publication, write or telephone Puck-The Comic Weekly, 959 Eighth Avenue, New York 19, N. Y., or Hearst Building, Chicago 6, Ill.

#### U. S. AREA MAP

#### THE STATES PROPORTIONED TO LAND AREA

% OF TOTAL U.S. AREA

ACI HZAW				N. D. 2 3				MICH.	P		. ,	ME.				
		MONT 49		S. D 2.5		MINN, 2.8		WIS. 1.8	1.9	1.		1.6	MASS3			
				NEB. 2.6				L		t	CONN2 .1					
				IOWA 1.8	1LL 1.9			ОНЮ	1	W VA		N J .3				
ORE 3 2		WYO "	COLO. 3.4		KAN. 2.4	OKLA.	IND. 1.2	1.4		KY 1.4	VA.	N. C.				
CALIF 5 2	1							MQ. 2.3		TENN. 1.4		5. C				
			ALIF		NLIF		ARIZ		ARIZ 3.8°	RIZ. N. M.		s	ARK,		MISS.	ALA
		NEV 37					LA 16		16	1.7		FLA 19				

Sales Management

Source: Bureau of Foreign & Domestic Commerce

#### U. S. POPULATION MAP

STATES PROPORTIONED TO 1943 POPULATIONS

WASH	IUA.	N D	MINN	wis					V1.	N. H .4	M	1E. .6
15	NUMI 4	5 D 4	26	2.3	MICH 4.2		N Y 9.7					
y NO 9 10.VA			IONA La		4ND 26			CONN 14				
	UTAH 5	KAN 13		1LL 5.3	ī		fe j 3.2					
			MO 23		0HI0 5 3	W VA. VA. 14 22		MO 16		v of C.		LEL .2
		COLO		OKLA 16	ARK		N C 27 5 C 14					
					14	TENN 2.2						
	-	N M 4 ARIZ A		TEX. 4 9	LA. 1.8	MISS 16	ALA 22	GA 2			1.0	

Solo Management

Source: Office of Price Administration, Registration #4, Dec. 1, 1943



## A NATIONAL SHOW

for your product

## FOR \$37,200 A YEAR

complete

with a Symphony Audience and a SURE-FIRE Rating!



 From "Goodbye At The Station" by Ursula Parrott, a regular contributor to Redbook. If you sponsor a Symphony program, you can be sure that most of your audience are the kind of people who read. With almost any other program, you are sure to get a miscellaneous audience, including some who read with difficulty or not at all.

How you advertise to the many millions of Americans who do not read easily we do not presume to tell you.

But in this audience of 1,500,000 (better than a 5 point rating) you can be sure all of them not only can read but delight in good reading. This common pleasure in the fine fiction of Redbook makes this 1,500,000 just as cohesive an audience for your advertising as any 1,500,000 whose great pleasure is daytime serials or barn dance music. And at least as worth-while an advertising objective.

And think of this: To dominate this 5 point Redbook audience costs only \$37,200 a year for a full page in every issue — not \$370,000 or \$670,000.

So shouldn't this Redbook show be included in your advertising plans? Especially when this kind of advertising has so amply proved its power to build great advertising successes!

While Redbook space is now sold out, we'd like to send you "The Rating You Can Expect in Redbook." Write Redbook, 230 Park Avenue, New York 17.



#### A Symphony Audience—with a Jack Benny Rating

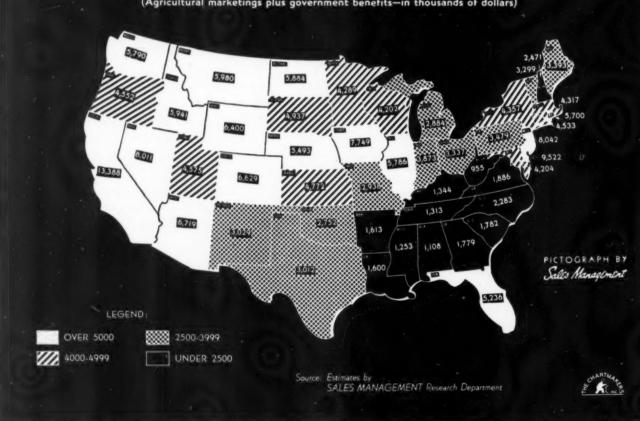
The 6,000,000 who buy Redbook, Cosmopolitan and American, THE MONTHLY GROUP, are concentrated in educated America — like a 20 point symphony audience, if you can imagine such a thing. A full page in every issue of all 3 magazines is sure to make your product well known to this better-than-average audience. Such advertising always has! And this program to 1/5th of America costs only \$160,000.

#### FARMS AND GROSS CASH INCOME FROM FARMING-1944



#### GROSS CASH INCOME PER FARM-1944

(Agricultural marketings plus government benefits-in thousands of dollars)



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# PRODUCTION GETS GRUNTING

Spokane and Inland Empire Still Will Rate Tops as a Market



Drilling wheat into rich Palouse loam near St. John, in eastern Washington,



Grand Coulee Dam, world's greatest potential source of electric power, already highly developed.



Big sticks being hoisted onto flat cars in Idaho Panhandle, northeast of Spokane.



Blast furnace and lead refinery buildings in the Coeur d'Alene mining region.



Part of laboratory at Alcoa's huge fabricating plant at Trentwood near Spokane.



Delicious apples, typical of 23 million bushels of this fruit produced in year in Inland Empire.

Spokane Paily Chronicle

Washington

OVER 130,000 . . . 81.24% UNduplicated

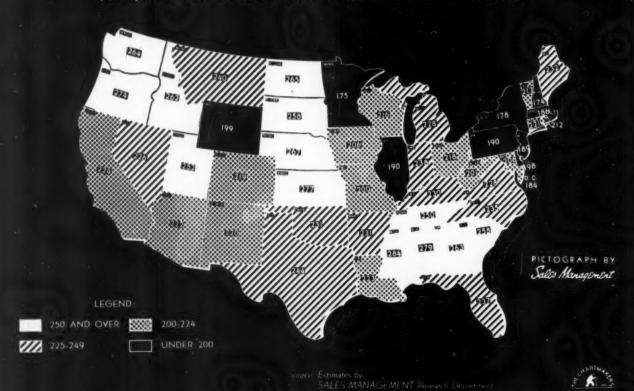
Color Representatives: SUNDAY SPOKESMAN-REVIEW—Comic Sections: Metropolitan Group

#### 1944 EFFECTIVE BUYING INCOME PER CAPITA



#### EFFECTIVE BUYING INCOME 1944 OVER 1939

(Per capita incomes for most recent "normal" year, divided into similar 1944 figures)





"THE HEARST NEWSPAPERS believe ardently in the American system of politics and economics which for a century and a half has successfully raised the lower strata to a nearer level with the upper."

WR Hearst

THE above is from an editorial written by William Randolph Hearst, on April 21, 1935, on the policy of the Hearst papers.

The unparalleled power and prosperity, political, industrial and economic, that the United States has achieved has been due, in the main, to the now 150-year-old "miracle" of the steady lift of the lower strata of the population to the higher strata.

This has been brought about by a rigid adherence to the "American system of politics and economics," as Mr. Hearst says.

That system of politics has been

the embodiment of fair play and equal opportunities for all.

And because of that steady uplift of the masses, and their enormous increase in purchasing wage-power, private business has continually and legitimately expanded.

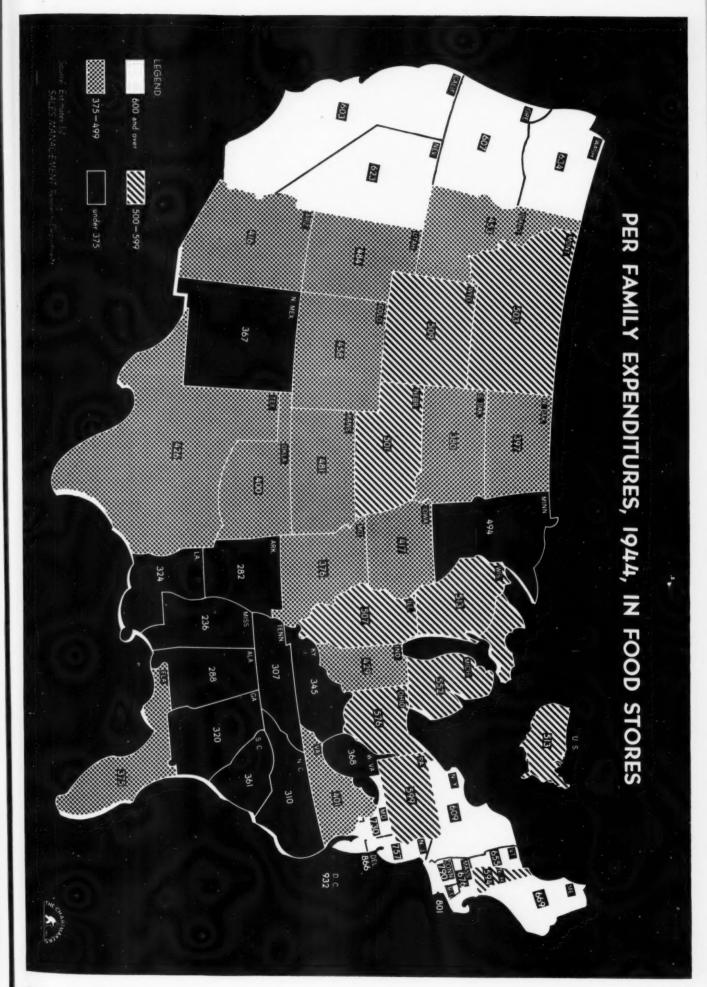
The Hearst papers will unalterably advocate, as they have in the past, a continual raising of the level of the lower strata of our population by normal means.

And that is why the Hearst papers are good papers for our readers and good papers for our advertisers.

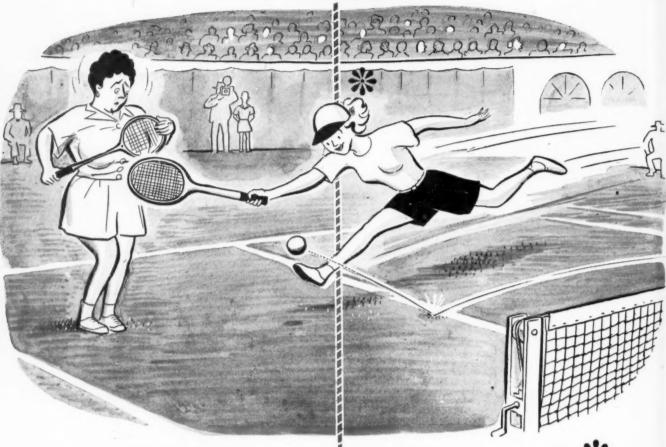
The HEARST NEWSPAPERS

#### HOW FAMILIES SHARED AND SPENT THEIR DOLLARS-1944

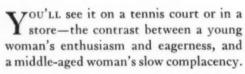




## Always Remember the



## FORGOTTEN 50%\*



That contrast measures a woman's willingness to try something *new* for self, home or family—just as it decides which kind of woman's magazine she buys for her own entertainment.

Young housewives, your active prospects, buy screen and romance magazines. Your passive prospects, women whose median age is 38, buy women's service magazines. The division in their reading taste is clear-cut!

The young housewife devotees of screen and romance magazines live active lives; they seem to persist in buying things they like and need.

For maximum response, concentrate your advertising to women upon the readers of screen and romance magazines—the fifty per cent of American women "forgotten" by any manufacturer who thinks his market begins and ends in service magazine homes. And if your budget is limited, remember that advertisers used more space in Dell Modern Magazines during the initial quarter of 1945 than in any other screen-romance group!

## Dell Modern Magazines

THE ONLY & WOMEN'S GROUP MAGAZINES WITH OVER 1,000,000 CIRCULATION AT 130 A COPY!

MODERN SCREEN . MODERN ROMANCES . SCREEN ROMANCES

Modern Screen

LEGEND PER FAMILY EXPENDITURES, 1944, IN GENERAL MERCHANDISE STORES 11111 250-349 3/8 0100 192 195 366 171 121 124 189

MAY 15, 1945

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# Ever look at <u>your</u> selling job through the bombsight of a B-29...?



THEY were climbing out of a B-29 after a raid on Honshu.

"How many tons went down on Yokohama?" someone asked the pilot.

"Tons, hell," the bombardier broke in. "It's not what we drop. It's what we aim at and hit that counts!"

That is the whole difference between success and failure on a bombing mission . . .

It can well be the difference between profit

and loss in your postwar selling job!

If you have a product or a service for American Industry—your targets are clearly defined under perfect visibility.

They are management executives—key men in engineering, design, maintenance, production, distribution—in those specific industries for which your product is designed.

Segregating these men — through their intense interest in reading what is new in their own fields—is the pin-point job that sound business and industrial publications have already done for you.

They have done this in each of the fields, and in each of the industries in which your product can be used to advantage to cut costs, save time, speed output or multiply markets.

You are "on target" when you concentrate on the men who *influence*, *specify*, and *place* industrial orders. You reach them most economically in the media they read for help in *doing* their own work *better*.

#### McGRAW-HILL

PUBLISHING COMPANY · INC.

Headquarters for Industrial Information
330 WEST 42ND STREET, NEW YORK (18), N.Y.

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## Your Messages to Industry Are "On Target" In These 24 McGraw-Hill Business and Industrial Publications.



There Is No Substitute For Sound Industrial Advertising!

MAY 15, 1945

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PER FAMILY EXPENDITURES, 1944, IN LUMBER-BUILDING-HARDWARE STORES 65 216 187 131 159 193 195 R DAR 5 DAN 156 184 11111 100-124 132 LEGEND

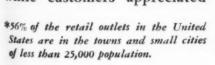
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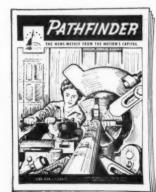


Deliveries are slow coming through. To keep the shelves filled in his lively Main Street store, Jim Harker's buying from nearly anyone who can ship him merchandise. But the time's coming again when Jim will pick carefully the lines he buys. Fewer firms will get his orders. The companies who do get this sweet account, and thousands like it\*, will be the manufacturers who pay special attention to these merchants.

More and more national advertisers are using PATH-FINDER to give these worthwhile customers appreciated advertising support - to help win this large and profitable market.

Each week from Washington, PATHFINDER is written and edited directly to the smaller communities. Your advertisement in this alert news weekly will gain confidence and loyalty where they are needed the most.





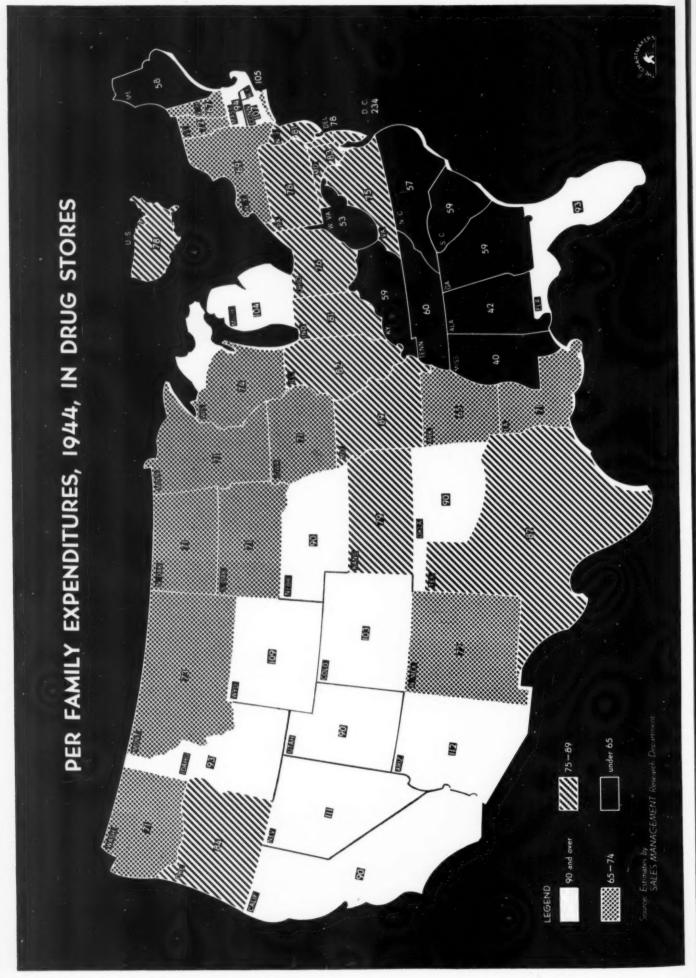
## PATHFINDER

PATHFINDER BUILDING . WASHINGTON, D. C.

#### ADVERTISING OFFICES

Philadelphia, 230 W. Washington Sq. • New York, 420 Lexington Ave. Chicago, 180 North Michigan Ave. • Detroit, General Motors Bldg.

GRAHAM PATTERSON Publisher



# WHO WILL SELL MAINTENANCE EQUIPMEN FOR THE WORLD'S AIRCRAFT AND AIRPORTS

### -And How And To Whom Is It Going To Be Sold?

PEOPLE talk about the coming "postwar world."

But they think about it in the abstract. The human mind cannot conceive what the actual picture will be.

The postwar world will be incredibly comare postwar world will be incredibly compact, thanks to world-wide aviation. No greater than 500 miles in diameter—in terms of the ox-cart, horse-and-buggy, one-lunger transportation of only two generations ago.

Military planes will be here for years.

Commercial planes are here now.

Private planes will be an evolution.

Airlines will keep spot schedules over vast distances—Salerno, Italy to Kansas City, U.S.A., on the minute. You'll vacation on Guam or Saipan, or some other island that only a few blood-spattered Marines ever heard of un to rous. heard of up to now.

Yes, these things you will be doing soon, come postwar—because the military are doing come postw

There is daily flying over the North Pole, the Arctic, Antarctic. The Atlantic is being spanned on a 'round-the-clock schedule. Over 28,000 casualties have flown the Lindbergh trail in the past six months alone. In the Pacific, there are maintenance shops and airports on every little island, with key men in ports on every little island, with key men in charge. Pioneer forerunners of the luxury

stops of tomorrow!

Up to Pearl Harbor, weather was still the safety factor in all flying. The military have conquered that too—with radio, radar, and automatic navigators. The mechanical miracles in military use today have not yet been adapted to commercial or private planes. But they will be—once the way is over they will be-once the war is over.

The impact of all this on our economy will be colossal. It will make not only pre-war transportation but pre-war *living* look like 30 cents.

But it can come only so fast as world-wide air-But it can come only so fast as world-wide air-port and aircraft operations and maintenance are set up to blaze the way. Remember no plane ever gives its pilot trouble on the pro-duction line. Trouble in the air can start only after production is finished. And trouble can be handled, only when maintenance equip-ment and maintenance men can swing into action.

What is more, trouble in the air can be prevented, anticipated, out-guessed only on the ground—by constant checks and inspections all along the line.

You can see, now, why airport and aircraft maintenance operation is the very backbone upon which postwar world-wide aviation must depend.

You can see, also, why global thinking—not merely domestic thinking—will make this kind of postwar world come true.

In this world airport picture, there are three

ALL 3

markets in one-Commercial, Military, Pri-

Today, the military is of tremendous impor-tance. It will be of importance tomorrow—be-cause from today's armed forces will come the aviation leaders for the next two generations.

There is only one publication which reaches, as a group, the key men of airport and aircraft maintenance operation no matter where they are: Aviation Maintenance.

The circulation of Aviation Maintenance con-The circulation of Ariation Maintenance consists entirely and exclusively of the following classifications of people: (1) Commercial airline executives, superintendents, engineers and supervisory shop personnel; (2) Airport managers, executives and technicians; (3) Aircraft service (fixed-base) operations; (4) Civil Aeronautics Administration officials, regional and district engineers and inspectors; (5) Distributors and dealers in aircraft accessory parts and components; (6) The armed forces themselves.

So to sell the airports and the men who run them, to sell the equipment for the world's airports of the future—Aviation Maintenance is a "myst".

Supreme in its editorial coverage—outstand-Supreme in its editorial coverage—outstanding in its editorial content—superb in its handling of up-to-the-minute developments Aviation Maintenance is the backbone of any advertising schedule aimed at the postwar aviation equipment market.

A CONOVER-MAST PUBLICATION: 205 East 42nd St., New York 17; 333 North Michigan Avenue, Chicago 1; Leader Building, Cleveland 14; Duncan A. Scott & Co., West Coast Representative, Mills Building, San Francisco 4, Pershing Square Building, Los Angeles 13.

Aviation Maintenance

All 3 kinds of flying need airports. All 3 need all kinds of maintenance.



# 1944 Retail Sales Estimates—Total Dollars—for Counties with Cities in the 100,000 Group

Here, listed according to rank, are the counties which in 1944 had the largest dollar totals of retail sales, according to exclusive estimates by SALES MANAGEMENT'S Research Department.

The listing is confined to 128 counties containing cities whose city-zone (newspaper-carrier limit) popu-

lation exceeded 100,000 in the 1940 Census.

County	State	City	Retail Sales Esti- mate (in Thousands)	Rank in Group
5 counties Cook	N. Y. III.	New York Chicago (Glendale	\$4,333,478 2,604,861	1 2
Los Angeles	Calif.	Long Beach Los Angeles Pasadena	2,290,441	3
Wayne Philadelphia	Mich. Pa.	Detroit Philadelphia	1,671,020 1,276,284	5
Allegheny	Pa.	McKeesport Pittsburgh	905,517	6
Cuyahoga Baltimore Dist. of Columbia	Ohio Md.	Cleveland Baltimore Washington	903,277 830,426 804,836	7 8 9
Suffolk	Mass.	Boston	730,117	10
Essex	N.J.	Newark	651,878	11
St. Louis San Francisco	Mo. Calif.	St. Louis San Francisco	594,172 590,213	12
Alameda	Calif.	Oakland	539,790	14
King	Wash. Wis.	Seattle Milwaukee	536,754 503,654	15 16
Hamilton	Ohio	Cincinnati	458,710	17
Middlesex	Mass.	Lowell	450,504	18 19
Hartford Providence	R. I.	Pawtucket Providence	436,493 431,581	20
Erie	N. Y.	Buffalo	420,470	21
Hennepin Multnomah	Minn. Ore.	Minneapolis Portland	396,736 390,664	22
Oahu	T. H.	Honolulu	386,426	24
San Diego Jackson	Calif. Mo.	San Diego		25 26
New Haven	- Yes 117	New Haven	380,370	
	Conn.	Waterbury	366,051	27
Fairfield	Conn. Texas	Bridgeport		28
Marion	Ind.	Indianapolis	343,187	30
Westchester DeKalb-Fulton	N. Y.	Yonkers		31 32
Orleans	La.	New Orleans	314,120	33
Dallas	Texas	Dallas	306,007	34
Hudson	N. J.	Hoboken Jersey City.	300,544	35
Denver	Colo.	Denver		36
Worcester	Mass. N. Y.	Worcester		37 38
Franklin	Ohio	Columbus		39
Nassau	N. Y.	Hempstead	040 057	40
Jefferson	Ky.	Twsp	269,857 260,065	41
Essex	Mass.	Lawrence	252,170	42
Passaic	N. J.	Paterson	200,172	43
Summit	Ohio Ohio	Akron Toledo	249,230	44 45
Ramsey	Minn.	St. Paul	249,134 239,193	46
Shelby	Tenn.	Memphis	239,085	47
Hampden	Mass.	Holyoke Springfield	238,720	48
Jefferson	Ala.	Birmingham	220,040	49
Montgomery Mahoning-	Ohio	Dayton	216,657	50
Trumbull	Ohio	Youngstown		51
Henrico	Va.	Richmond		52

County	State	City	1944 Retail Sales Esti- mate (in Thousands)	Rank in Group
Dade Oklahoma	Fla. Okla. Nab	Miami Oklahoma City	202,804 190,083 183,311	54 55 56
Douglas	Neb.	Omaha ∫Fall River	183,311	56
Bristol	Mass.	New Bedford	181,295	57
New Castle	Del. Texas	Wilmington Fort Worth	180,010 178,502	58 59
Tarrant Luzerne	Pa.	Wilkes-Barre	177,474	60
Norfolk	Va.	Norfolk	177,440	61
Bexar	Texas	San Antonio	175,420	62
Lake	Ind.	Hammond	172,314	63
Salt Lake	Utah	Salt Lake City.	171,967 167,117	64
Kent Sedgwick	Mich. Kan.	Grand Rapids Wichita	167,117 165,225	65
Pierce	Wash.	Tacoma	163,875	67
Genessee	Mich.	Flint	160,308 158,600	68
Onondaga Stark	Ohio	Syracuse	151,397	70
Spokane	Wash.	Spokane	145,623	71
Albany	N. Y. Okla.	Albany	139,548 137,084	72
Camden	N. J.	Camden	135,158	74
Davidson	Tenn.	Nashville	132,524	75
Maricopa Polk	Ariz.	Phoenix Des Moines	130,811 130,786	76 77
Fresno	Calif.	Fresno	130,218	78
Cumberland	Maine	Portland	125,015	79
Mercer Sacramento	N. J. Calif.	Trenton Sacramento	121,717 121,094	80 81
Lancaster	Pa.	Lancaster	118,970	82
Mobile	Ala.	Mobile	117,456	83
Erie Berks	Pa. Pa.	Erie	116,930 115,670	84 85
Ingham	Mich.	Lansing	113,608	86
Allen	Ind.	Fort Wayne	112,312	87
Lackawanna Duval	Pa. Fla.	Scranton Jacksonville	109,660 106,550	88
Kanawha	W. Va.	Charleston	106,455	90
Vanderburgh	Ind.	Evansville	104,880	91
Dauphin	Pa.	Harrisburg Peoria	103,856 100,762	92
Knox	Tenn.	Knoxville	99,548	94
Mecklenburg	.N. C.	Charlotte	99,430	95 96
Hamilton Oneida	Tenn. N. Y.	Chattanooga Utica	99,056 99,002	97
Pulaski	Ark.	Little Rock	98,015	98
St. Joseph	Ind.	South Bend	97,450 96,422	99
St. Louis Lehigh	Minn. Pa.	Duluth Allentown	95,946	101
Broome	N. Y.	Binghamton	95,200	102
Atlantic	N. J. Fla.	Atlantic City	94,235 92,333	103 104
Hillsborough Caddo	La.	Shreveport	92,160	105
Winnebago	III.	Rockford	83,933	106
St. Clair	III. N. y.	East St. Louis	82,333 80,058	107
Schenectady Cambria	Pa.	Schenectady Johnstown	78,411	109
Wyandotte	Kan.	Kansas City	78,040	110
Chatham	Ga. Va.	Savannah Roanoke	74,640	111
E. Baton Rouge.		Baton Rouge		113
Rock Island	III.	Rock Island Moline	65 903	114
Nueces	Texas	Corpus Christi	64,760	115
El Paso	Texas	El Paso	64,322	116
Charleston Cabell-Wayne	S. C.	Charleston Huntington	63,924 59,252	118
Rensselaer	N. Y.	Troy	56,563	119
cott	lowa	Davenport	56,063	120
Forsyth	N. C.	Winston-Salem.	54,600	121
Total above % of U.			\$39,354,006 57.159	
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# The Battle every advertising man should know about ...



"Its arrival," a soldier writes ... "always was cause for a 'battle' as to who was to get first crack at it."

He's talking about 'Battle Baby'... NEWSWEEK's special, light-paper edition for the armed forces overseas.

'Battle Baby'-as we get the story from abroad-apparently rates pretty close to a letter from home. One G.I. letter says: "the copy sent me has already, within one day, been read by twenty others...and twenty more have put in their bids to get it."

If you have ever been cut off from your world...you know how men can hunger for news. You know that news can somehow take you home in mind and emotion. And if you were in the last war, you can understand how much it means to get truth instead of rumor, current, impartial and complete information instead of stale fragments.

Nearly half a million copies of 'Battle Baby' go into circulation each week. And we mean into circulation! For each copy is read dog-eared by probably at least ten men

That adds up to something more than half our armed forces overseas...the men who will play so large a part in the building of our peacetime America. A very important fact to keep in mind for your post-war advertising plans!

OVERSEAS EDITIONS OF NEWSWEEK reach U.S. commands everywhere. We went to press in Manila on a regular basis while the battle still raged. We also print editions in Hawaii and Australia. The Army publishes and distributes editions in India and Iran. From Lowell, Mass., 'Battle Baby' goes into Army hands for distribution in the European theater, Alaska, the Aleutians...and to the Marines to catch up with leathernecks everywhere . . . and to all Navy V-Mail stations in the Atlantic and the Pacific for special 'Battle Baby' V-Mail editions.

ADVERTISING OFFICES: NEW YORK . BOSTON . PHILADELPHIA CLEVELAND . DETROIT . CHICAGO . LOS ANGELES

# 1944 Effective Buying Income—Total Dollars—for Counties with Cities in the 100,000 Group

Here, listed according to rank, are the counties which in 1944 had the largest dollar totals of Effective Buying Income, according to exclusive estimates by SALES MANAGEMENT'S research department.

This listing is confined to 128 counties containing cities whose city-zone (newspaper-carrier limit) population exceeded 100,000 in the 1940 Census.

County	State	City	Effective Buying In- come 1944 Esti- mate (in Thousands)	Rank in Group
5 Counties Cook		New York Chicago (Glendale	\$10,871,379 6,391,581	1 2
Los Angeles	. Calif.	Long Beach Los Angeles Pasadena	5,443,037	3
Wayne Philadelphia	Mich.	Detroit Philadelphia	3,456,200 2,584,171	4 5
Allegheny	. Pa.	McKeesport Pittsburgh	2,008,480	6
Cuyahoga		Cleveland	1,965,016	7
Baltimore		Baltimore	1,752,760	8
St. Louis		Newark St. Louis	1,700,847	10
San Francisco	. Calif.	San Francisco	1,600,557	11
Dist. of Columbi			1,551,128	12
Suffolk Middlesex	Mass.	Lowell	1,331,067 1,252,057	13
King		Seattle	1,235,352	15
Alameda	. Calif.	Oakland	1,200,376	16
Milwaukee Hamilton	. Wis.	Milwaukee Cincinnati		17
Erie	. N. Y.	Buffalo	1,066,928	19
Hartford	. Conn.	Hartford	910,137	20
Multnomah		Portland		21
Marion Hennepin	. Ind.	Indianapolis Minneapolis		22
San Diego	. Calif.	San Diego		24
Providence		Providence	054 000	25
New Haven		Waterbury		26
Fairfield	Conn.	Bridgeport	787,063	27
Westchester	Mo.	Yonkers		28
Harris	Texas	Houston		30
Orleans	La.	New Orleans.		31
Nassau	N. Y.	Twsp	687,415	32
Hudson	N. J.	Hoboken	475 472	33
Dallas		Jersey City Dallas	•	34
DeKalb-Fulton	Ga.	Atlanta	632,877	35
Jefferson		Louisville	. 613,890	36
Oahu Worcester	T. H.	Worcester		37
Summit	Ohio	Akron	EO2 DET	39
Monroe	N. Y.	Rochester	. 593,045	40
Essex		Lawrence	. 566,321 549,563	41
Franklin		Columbus		43
Passaic		Paterson	539 374	44
Jefferson		Passaic		45
Hampden		Holyoke	494 159	46
Denver		Springfield	•	47
Shelby		Denver Memphis		48
Bexar Mahoning-		San Antonio.	473,152	49
Trumbull		Youngstown	. 470,934	50
Ramsey		St. Paul	. 462,080	51
Montgomery. Douglas		Omaha	461,355	52 53
Henrico	Va.	Richmond		54

County	State	City	Buying Income 1944 Estimate (in Thousands)	Rank in Group
Bristol	Mass.	Fall River	420,493	55
Union	N. J.	New Bedford Elizabeth	418,215	56
Tarrant	Texas	Fort Worth	414,389 414,350	57
Norfolk Dade	Va. Fla.	Norfolk	403,370	58 59
Luzerne	Pa.	Wilkes-Barre	393,036	60
Lake	Ind.	Gary	390,958	61
Oklahoma	Okla.	Oklahoma City	383,803	62
Spokane Davidson	Wash. Tenn.	Spokane Nashville	361,946 359,190	63
Sedgwick	Kan.	Wichita	357,118	65
acramento	Calif.	Sacramento	343,088	66
Salt Lake	Utah	Salt Lake City. Des Moines	340,971 340,356	67
ierce	Wash.	Tacoma	337,657	69
Onondaga	N. Y.	Syracuse	332,580	70
Stark Kent	Ohio Mich.	Grand Rapids	316,752 309,133	71 72
New Castle	Del.	Wilmington	303,712	73
Camden	N. J. Okla.	Tulsa	293,860 293,577	74
Albany	N. Y.	Albany	287,612	76
Genessee	Mich.	Flint	279,128	77
Mobile	Fla.	Mobile	279,074 277,703	78 79
resno	Calif.	Fresno	264,117	80
Mercer	N. J.	Trenton	260,235	81 82
Allen Hamilton	Ind. Tenn.	Fort Wayne Chattanooga	254,111 249,674	83
Berks	Pa.	Reading	245,709	84
Lancaster Vanderburgh	Pa.	Lancaster Evansville		85
Maricopa	Ariz.	Phoenix		87
Kanawha	W. Va.	Charleston	238,112	88
Peoria St. Joseph		Peoria South Bend	229,466 228,882	90
Knox		Knoxville	225,721	91
Ingham		Lansing		99
Erie Broome		Binghamton		94
Dauphin	Pa.	Harrisburg	220,054	95
St. Louis Oneida		Duluth Utica		96
Cumberland		Portland	213,992	98
Mecklenburg	N. C.	Charlotte	213,405	99
Hillsborough St. Clair		East St. Louis.	208,886	100
Lackawanna	Pa.	Scranton	205,368	109
Wyandotte	Kan. La.	Shreveport		10
Caddo Schenectady	N. Y.	Schenectady		10
Lehigh	Pa.	Allentown	191,123	100
Pulaski Atlantic		Atlantic City.		10
Winnebago	111.	Rockford	173,546	10
Cambria	Pa.	Johnstown		110
El Paso Chatham		El Paso Savannah	151,633	111
Rock Island		Rock Island	147.050	113
Rensselaer	N. Y.	Moline		114
Forsyth	N. C.	Winston-Salem	140,294	11!
Charleston	S. C.	Charleston Davenport		111
Roanoke	Va.	Roanoke	. 132,996	111
Nueces	Texas	Corpus Christi.	. 129,267	111
Cabell-Wayne E. Baton Rouge.		Huntington Baton Rouge		12
	1			-
		1		1

M

# There's ALWAYS

... and when it comes to "FIRST" among all major U. S. cities in EFFECTIVE BUYING INCOME PER CAPITA—

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Long Beach is the exclusive market virtually of one great evening HOMEpaper

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MAY 15, 1945

[79]

### Population and Ranking of the 200 Largest Cities

(Estimates made for Sales Management by Chambers of Commerce)

City	Population January 1, 1945 (in thousands)	Rank	City	Population January 1, 1945 (in thousands)	Rank
kren, Ohie	282.5 130.6 102.0 73.0 59.3 324.0 60.0 73.5 100.0	38 72 102 147 193 30 189 148 105 6	Manchester, N. H Medford, Mass Memphis, Tenn Miami, Fla Mihwaukee, Wis Minneapolis, Minn Mobile, Ala Montgomery, Ala Mt. Vernon, N. Y. Muskegon, Mich	77.0 95.0 321.9 212.0 615.0 492.4 155.0 95.0 67.4 60.8	140 171 31 49 13 16 63 110 166 187
ayonne, N. J., eaumont, Texae, erkoley, Calif. othiehem, Pa., inghamton, N. Y., irmingham, Aia, oston, Mass., remerten, Wash, ridgeperi, Cenn, rockton, Mass.	77.3 111.1 65.0 85.5 303.0 794.6 82.0	145 139 90 171 120 33 10 184 56 198	Nashville, Tenn. Newark, N. J. New Bodford, Mass. New Britain, Conn. New Haven, Conn. New Orleans, La. New York, N. Y. Newport News, Va. Newton, Mass. Niagara Falls, N. Y.	440.0 115.1 77.5 177.6 521.4 8,701.3	59 20 86 137 58 15 1 165 150
uffale, N. Y. ambridge, Mass. amden, N. J. anton, Ohio. adar Rapids, Iowa harieston, S. C. harieston, W. Va. harieston, W. C. hatanoga, Tenn.	109.0 128.0 120.0 67.0 100.0 70.0	14 92 76 80 167 105 153 97 69 129	Norfolk, Va. Oakland, Calif. Oak Park, III. Ogden, Utah. Oklahoma City, Okla. Omaha, Neb. Pasadena, Calif. Passale, N. J. Paterson, N. J. Pawtucket, R. I.	72.0 72.0 230.0 226.3 92.0 62.6	54 26 171 150 44 45 113 183 73
hicago, III. icero, III. icero, III. incinnati, Ohio leveland, Ohio liften, N. J. olumbia, S. C. olumbia, S. G. olumbias, Ga. olumbias, Ohio orpue Christi, Texas. ovington, Ky.	64.7 484.7 903.2 67.0 70.0 60.6 327.6	2 176 18 7 198 183 189 29 117 171	Peoria, III. Philadelphia, Pa. Phoenix, Ariz. Pittsburgh, Pa. Pontiac, Mich. Pertiand, Maine. Pertiand, Oregon. Portsmouth, Va. Providence, R. I. Pueblo, Colo.	87.7 830.0 78.0 . 85.0 . 386.9 . 62.7 . 237.8	99 3 116 12 133 121 24 182 41
palias, Texas.  pavenport, Iowa. ayten, Ohio.  pearborn, Mich.  pearsur, Ill.  pearsur, Celo.  pea Meines, Iowa.  perrott, Mich.  purbarn, Minn.  purbarn, R. C.	72.5 250.0 86.5 63.5 335.4 170.0 1,875.0	22 149 40 119 179 28 60 4 100 153	Quincy, Mass. Racine, Wis. Reading, Pa. Richmond, Calif. Richmond, Va. Roanoks, Va. Rachester, N. Y. Rockford, Ill. Sagmaw, Mich.	114,4 110,0 224,0 73,0 309,5 \$3,0	131 153 88 91 47 147 32 112 96
ast Chicago, III.  ast Orange, N. J.  ast St. Louis, III.  Ilizabeth, N. J.  I Paco, Texas  renewile, Ind.  vanseville, Ind.  vansen, III.  all River, Mass.  lint, Mich.	89.8 80.0 118.0 107.0 127.0 118.0 70.0	180 163 129 61 95 74 81 163 85 66	St. Joseph, Me. St. Louis, Me. St. Paul, Minn. St. Petersburg, Fla. Salt Lake City, Utah. San Antonio, Taxas. San Bernardino, Calif. San Diege, Calif. San Francisco, Calif. San Jose, Calif.	- 830.0 295.0 80.6 176.9 300.0 80.8 390.0	153 8 36 126 57 35 187 25 11
fert Wayne, Ind. fort Worth, Texas. freeno, Callf. lalveston, Texas lary, Ind. lalvedton, Texas lary, Ind. larnd Rapide, Callf. lrand Rapide, Mich. larrieburg, Pa.	222.0 85.5 78.0 110.5 100.0 164.3 64.0 78.5	77 48 170 133 84 105 62 177 132 115	Santa Monica, Calif. Savannah, Ga Schenectady, N. Y. Scranton, Pa Seattle, Wash Shrsveport, La Sioux City, Iowa Somerville, Mass South Bend, Ind Spokane, Wash	135.0 100.0 107.3 480.0 115.0 76.6 102.2	177 89 105 94 17 87 141 101 89
fartford, Conn. fempstead Twsp. folyoke, Mass. folyoke, Mass. folyoten, T. H. fouston, Texas funtington, W. Va. ndjanapolis, Ind. rvington, N. J. ackson, Miss. lackson, Miss.	280.0 58.0 235.0 400.0 82.0 415.0 60.0	52 39 195 42 19 124 23 189 162 42	Springfield, III Springfield, Mass Springfield, Mass Springfield, Ohio Stamford, Conn Stockton, Calif Syracuse, N. Y. Tacoma, Wash. Tampa, Fia Terre Haute, Ind	150.1 64.9 82.0 62.0 70.0 204.5 142.0	123 66 175 124 184 153 50 67 78
Jersey City, N. J. Johnstown, Pa. Kaneas City, Kans. Kaneas City, Mo. Knexville, Tenn. Lakeweod, Ohio Lancaster, Pa. Laneing, Mich. Lawerence, Mass. Linceln, Neb.	66.7 135.0 431.7 120.5 72.0 61.3 90.0	34 168 69 21 79 150 186 114 126 117	Toledo, Ohlo. Topeka, Kana. Trenton, N. J. Troy, N. Y. Tulsa, Okla. Upper Darby, Pa. Uitica, N. Y. Waco, Texas. Washington, D. C. Waterbury, Conn. Waterloo, Iowa	76.0 127.0 70.0 180.3 56.9 106.0 66.0 817.0	37 142 74 153 55 200 97 189 9
Little Rock, Ark. Long Beach, Calif. Los Angeles, Calif. Louisville, Ky. Lowell, Mass. Lynn, Mass. McKeesport, Pa. Macon, Ga. Madien, Wis. Malden, Wis.	355.0 161.4 162.0 58.0 75.0	109 46 5 27 104 102 195 144 143 194	Wheeling, W. Va. Wichita, Kans Wilkos-Barre, Pa. Wilmington, Dal. Wilmington, N. C. Winston-Salem, N. C. Worcester, Mass. Yonkers, N. Y. Youngstown, Ohio.	63.0 184.1 78.0 118.0 70.0 77.4 195.0	180 53 133 81 153 138 51 66



Power is needed to keep the wheels of stepped-up farm output turning. In the Midwest 8 States, farming is "Big Business" with an average farm income of \$5,219 per farm as compared with an average of \$2,758 per farm in the other 40 states. Here is the automotive farm power market of today and tomorrow! Here is necessity! Here is capital! And here, is your medium for full coverage of this rich farm market—The Midwest Farm Paper Unit!



VALUE OF MACHINERY AND OTHER EQUIPMENT

Midwest 8 States' percentage of national investment in farm machinery and other equipment.



Midwest 8 States' percentage of national investment in farm buildings.



AUTOMOBILES 31 1%

Midwest 8 States' percentage of national investment in automobiles.



Nebraska Farmer Wallaces' Farmer & Iowa Homestead The Farmer Wisconsin Agriculturist & Farmer Prairie Farmer

# MIDWEST FARM PAPER UNIT

NEW YORK 17, 250 Park Ave. CHICAGO 2, 6 N. Michigan Ave. DETROIT 2, 542 New Center Bidg. USAN FRANCISCO 4, Russ Bidg. LOS ANGELES 14, 523 W. 6th St.

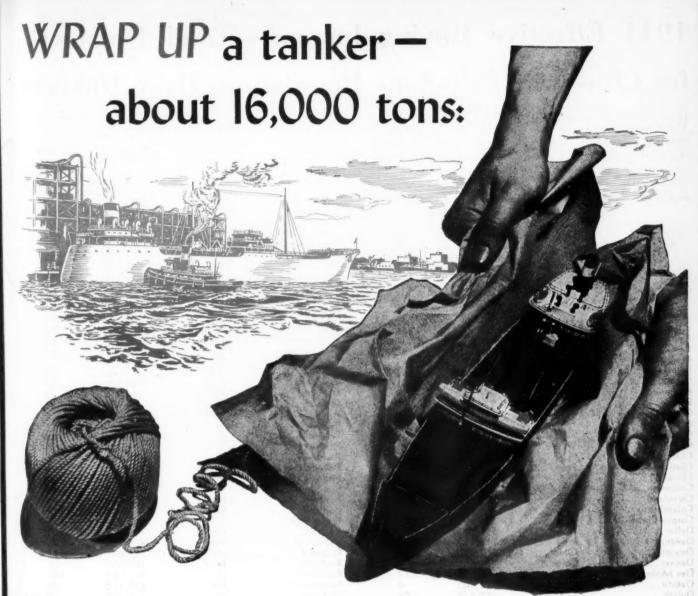
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# Ranking of Highest 200 Counties in Gross Cash. Farm Income

(1944 Gross income from farm marketings plus Government benefit payments)

Rank	County	State	GROSS FARM INCOME Esti- mate in thousands of dollars	° Rank	County	State	GROSS FARM INCOME Esti- mate in thousands of dollars	Rank	County	State	GROSS FARM INCOME Esti- mate in thousands of dollars
1 2 3	Los Angeles Fresno	Cal.	\$169,886 142,589 128,870	68 69 70	Webster Tama. Pitt	lowa lowa N. Car.	24,137 24,057 23,910	134 135	Waukesha	Wis.	19,684 19,550
4 5	San Joaquin Kern	Cal.	95,960 64,339	71	Spokane	Wash. Mass.	23,848	138 137	Greene	lowa N. J. Wash.	19,526 19,456 19,333
6 7 8	Yakima. Stanielaus. Sonoma.	Cal.	64,090 63,927 62,280	72 73 73 75	Middlesex	lowa lowa N. Y.	23,788 23,377 23,377 23,376	138 139 140	Lincoln	lowa Minn.	19,196 19,154
10	Santa Clara	Colo.	60,306 59,160 58,124	78 77 78	Franklin	lowa Wis.	23,257 23,052 22,916	141 142 143 144	Rock	III. Wis. Minn. Wash.	19,113 18,973 18,885 18,881
12 13 14	Lancaster	Cal.	56,216 55,670 53,584	79 80	Marahail	Cal. lowa	22,732 22,677	145 148	Sanilac	Minn. Mich.	18,881 18,878 18,888
16 16 17 18	Maricopa	Ariz.	53,314 53,049 52,664	81 82 83 84 85	Bucks	Pa. Kans. N. Dak. Kans.	22,635 22,541 22,532 22,511	147 148 149 150	Plymouth	Mass. Minn. Iowa Iowa	18,863 18,847 18,726 18,716
19 20 21	Orange. Merced. Imperial Areostook.	MINIME	49,610 49,562 48,574 45,574	86 86 88	HamiltonGrundyCrawford	lowa lowa lowa	22,377 22,347 22,347	151 152 153	Waish Manitowec Wake	N. Dak. Wis. N. Car.	18,610 18,600 18,587 18,521
22 23 24	San Diege	Cal. Cal. N. Y.	43,260 41,491 40,127	89	Reno	Kans.	22,297 22,257 22,246	154 155 156	Jackson	Minn. Ohlo	18,457
26 26 27	McLean	Wash.	40,059 39,924 39,604	91 92 93 94 95	Chelan	Wash. lowa Mass. Minn.	22,245 22,207 22,140 22,122	157 158 159 160	Polk	lowa III. N. Y. N. Dak.	18,428 18,421 18,410 18,404
28 29 30	Dane. Pottawattamie. Yele.	Cal.	35,530 35,181 34,694	96 97	Berks	Minn. Pa.	22,027 22,024 22,000	161 162 163	Cumberland Chautauqua Green	N. J. N. Y. Wis.	18,395 18,387 18,274
31 32 33 34 35	Madera La Salle Santa Barbara Solano	Cal.	34,680 34,455 33,079 32,583	98 99 100	Renville	Minn. Miss. Iowa	21,979 21,848 21,797	164 165 166	Monona	lowa lowa N. Car.	18,160 18,155 18,080
35 36 37	Solane	lowa Cal	32,384 32,080 31,656	101 102 103 104	Buena Vista St. Lawrence Sac Hardin	lowa N. Y. lowa lowa	21,757 21,728 21,578 21,566	167 168 169 170	Freeborn	Minn. Mich. III. Wis.	18,062 18,060 18,018 17,956
38 39 40	SutterLivingston	III. Cal. III.	31,570 31,521 31,483	104 108 107	Hidalgo	Texas Iowa	21,566 21,540 21,536	171 172 173	Hillsborough Garfield Cerro Gordo	Fla. Okia. Iowa	17,884 17,879 17,875
41 42 43	Kossuth Iroquis Chester Woodbury Mississippi	lowa III. Pa.	30,587	108 109 110	Johnson	Oregon N. Y.	21,476 21,365 21,363	174 175	Menmouth	N. J.	17,825 17,727
44 45 46 47	Case	N. Dak.	30,409 29,477 28,470	111 112 113	Fend duLac Erie Contra Costa	N. Y.	21,325 21,228 21,199	176 177 178 179	Poweshiek	Md. Wis. Ohio	17,725 17,706 17,661 17,640 17,623
47 48 49 50	HartfordYorkKingBureau.	Pa. Wash.	28,349 27,567 27,476 27,460	114 115 116	Faribault	Minn. Iowa	21,098 21,046 20,878	180 181 181	Tuscola	Mich.	17,623 17,600 17,600
51 52 53	KingsCookPalm Beach	Cal.	27,086 26,851 26,758	117 118 119 120	Dade	Fla. Iowa Iowa	20,839 20,826 20,816 20,705	183 184 185	Wayne	lowa lowa lowa	17,575 17,555 17,535
54 55 56	Sangamen. :	Wis.	26,645 26,377	121 122	Whatcom	Wash.	20,825 20,548	186 187 188	Snohomish Lenawee Pembina	N. Dak.	17,513 17,511 17,508
57 58 59 80	San Luis Obispe Jehnston Plymouth Henry	N. Gar. lowa III.	26,209 26,161 25,838 25,455	123 124 125	Wayne	N. Y.	20,546 20,506 20,496	189 190	Cuming	Neb. Mass. Del.	17,501 17,356
61 62	GrantRobeson	Wis. N. Car.	25,158 25,152 24,957	126 127 128 129	Minnehaha	Mo.	20,391 20,384 20,361	192 193 194 195	Saginaw	Mich. Iowa Okia. Wis.	17,350 17,253 17,205 17,198 17,180
63 64 65	Cherekee	lowa	24,937 24,867 24,518	130	Oneida. New Madrid		20,353 20,340 20,236	196 197 198	Macon	III. Iowa Wis.	17,092 17,075 17,071
66 67	Dawson	Neb. Miss.	24,442 24,240	132 133	Lee Huron	111.	20,111 19,777	199 200	Mercer	111.	17,064 17,036

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 17 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all county and city figures.



BUYING is not quite that casual, of course, but even in normal times, business buys steamships and other million dollar items just as a routine part of its regular operations.

The American business market not only is the largest in the world today, but it is the largest market the world has ever known. And it will continue to be the greatest in the period just ahead.

If you make motor trucks, American business will buy them—up to many millions of dollars. If you sell electric power, here is your greatest market. Machine tools! Railroad equipment! Office appliances! Your greatest volume of sales are concentrated here!

If you propose to advertise to the men who control this market, your choice of media is easy. In the general business field, there are only four magazines, with a combined circulation of 963,830. They are:

Nation's Business	451,385	subscribers	
<b>United States News</b>	207,141	**	
Fortune	178,920	"	
<b>Business Week</b>	126,384	**	

You need all the circulation you can get. And that 963,830 is all you can get without going into the mass field for the business circulation you can pick up around the edges.

So use it all. Use more if you can. But, anyway, don't use less.

### NATION'S BUSINESS

Washington • D C

# 1944 Effective Buying Income—Total Dollars—for Cities with City-Zone Populations Over 100,000

Here, listed alphabetically and ranked, are SALES MANAGEMENT'S exclusive estimates of Effective Buying Income for the year 1944. The listing is confined to 132 cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1940 Census.

City	State	Income 1944 Estimate Total (in Thousands of Dollars)	Rank in Group
Akron	Ohio	457,618	33
Albany	N. Y.	185,390	75
Allentown	Pe.	119,800	112
Atlantic City	Ga. N. J.	438,176 113,540	115
Baltimore	Md.	1 665 063	6
Baton Rouge	La.	51,738	132
Singhamton	N. Y.	108,234	117
Birmingham	Ala.	372,861	44
BostonBridgeport	Mass. Conn.	1,200,773 310,526	11 54
Buffalo	N. Y.	734,817	22
Camden	N. J.	170,849	84
Canton	Ohio	172,688	82
Charleston	S. C.	120,740	108
Charleston	W. Va. N. C.	115,335	114 85
Charlotte	Tenn.	170,482 183,350	76
Chicago	111.	5,662,332	2
Cincinnati	Ohio	863,841	16
Cleveland	Ohio	1,578,500	8
Columbus	Ohio	464,465	32
Corpus Christi	Texas	104,494	119
Dallas	Texas	592,617 118,157	113
Dayton	Ohio	362,940	45
Denver	Colo.	481,650	29
Des Moines	lows	320,778	53
Detroit	Mich.	3,152,505	4
Duluth	Minn.	125,635	105
East St. Louis	III. N. J.	102,754 157,467	122
Elizabeth El Paso	-	122,820	107
Erie		163,985	88
Evensville		208,174	71
Fall River		146,462	95
Flint.		225,071	67
Fort Wayne		220,380 360,788	70
Fort Worth		120,209	111
Gary		165,063	87
Glendale	Calif.	160,184	89
Grand Rapids		254,855	64
Hammond		90,040 133,416	126
Harrisburg		425,088	39
Hempstead Twsp		474,230	30
Hoboken	N. J.	474,230 76,394	130
Holyoke	W	84,824	128
Honolulu		408,627	40
Houston		632,654 103,903	120
Huntington		836,420	18
Jacksonville	arra.	276,069	59
Jersey City	. N. J.	333,318	50
Johnstown	. Pa.	78,042	129
Kansas City	4.4	182,250	77
Kansas City		705,330 171,745	24 83
Knoxville	-	97,107	124
Lansing		151,325	94
Lawrence		89,734 125,532	127
Little Rock	. Ark.	125,532	106
Long Beach	. Calif.	574,872	27

City	State	Income 1944 Estimate Total (in Thousands of Dollars)	Rank in Group
Los Angeles	Calif.	3,411,460	3
Louisville Lowell	Ky. Mass.	560,593 139,718	28 98
McKeesport	Pa.	63,622	131
Memphis	Tenn.	406,137	42
Miami	Fla. Wis.	322,320	52
Milwaukee Minneapolis	Minn.	1,053,882 836,120	13 19
Mobile	Ala.	195,086	74
Moline-Rock Island	III.	120,569	109
Nashville Newark	Tenn. N. J.	280,390	15
New Bedford	Mass.	890,466 143,425	96
New Haven	Conn.	325,016	51
New Orleans	La.	708,140	23
New York Norfolk	N. Y.	10,871,379 287,232	55
Oakland		800,271	20
Oklahoma City	Okla.	354,415	47
Omaha		435,130	38
Pasadena		204,435 103,580	121
Paterson		247,144	65
Pawtucket	R. 1.	107,438	118
Peoria		182,106	78
Philadelphia		2,584,171 139,332	99
Pittsburgh	-	942,410	14
Portland		155,392	93
Providence		850,964 450,970	17 35
Reading		136,037	101
Richmond	Va.	403,134	43
Roanoke		101,045	123
Rockford		469,710 137,244	100
Sacramento		240,117	66
St. Louis	Mo.	1,415,242	10
St. Paul		453,176 275,055	60
Salt Lake City	-	408,375	41
San Diego	. Calif.	780,135	21
San Francisco		1,600,557	7
Schenectady		140,617 159,821	97
Scranton		132,814	103
Seattle	. Wash.	1,095,363	12
Shreveport		178,566 158,411	91
Spokane		340,312	48
Springfield	. Mass.	265,410	61
Syracuse	N. Y.	260,268	58
Tacoma		278,318 175,975	81
Toledo		450,760	36
Trenton	. N. J.	165,600	86
Troy		90,320	125
Tulsa Utica		260,540 128,750	104
Washington		1,551,128	9
Waterbury	. Conn.	200,517	73
Wichita		339,366 113,518	116
Wilkes-Barre Wilmington		222,053	69
Winston-Salem	. N. C.	120,374	110
Worcester	. Mass.	285,460	56
Yonkers		180,741 222,061	68
, oungstown	Jillo	222,001	
Total of above	Ci ties	71,089,229 47.899	



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I am more certain of digesting it than if it were to come here to

W. B. Schulte, President

Read by 1,000,000 men & women on Quality Street



### 1944 Effective Buying Income, Per Capita for Cities with City-Zone Populations Over 100,000

Here, listed alphabetically and ranked, are SALES MANAGEMENT's exclusive estimates of per capita Effective Buying Income. The listing is confined to 132 cities whose city-zone population exceeded 100,000 in the 1940 Census. The per capita is based upon municipal-boundary population.

City	State	Effective Buying Income Per Capita 1944 Estimate	Rank in Group
Akron	Ohio	\$1,620	50
Albany	N. Y.	1,420	84
Allentown	Pa. Ga.	1,175 1,352	123 98
Atlantic City	N. J.	1,892	19
Baltimore	Md.	1,685	41
Baton Rouge	La.	1,437	81
Binghamton	N. Y.	1,266	110
Birmingham	Ala. Mass.	1,231	116
Bridgeport	Conn.	1,511 1,715	35
Buffalo	N. Y.	1,219	118
Camden	N. J.	1,367	93
Canton	Ohio	1,439	80
Charleston	S. C. W. Va.	1,207	120 45
Charlotte	N. C.	1,608	52
Chattanooga	Tenn.	1,358	96
Chicago Cincinnati	III. Ohio	1,689	40 22
Cleveland	Ohio	1,859 1,748	32
Columbus	Ohio	1,418	85
Corpus Christi	Texas	1,201	121
Dallas	Texas	1,411	88
Davenport Dayton	Ohio	1,630 1,452	47 78
Denver	Colo.	1,436	82
Des Moines	lowa	1,887	20
Detroit	Mich.	1,681	42
Duluth	Minn.	1,226	117
East St. Louis Elizabeth	N. J.	1,284 1,334	107
El Paso	Texas	1,148	126
Erie	Pa.	1,291	104
Evansville	Ind.	1,764	31
Fall River	Mass.	1,128	128
Flint	Mich.	1,486 1,777	72 28
Fort Worth	Texas	1,625	48
Fresno	Calif.	1,835	25
Gary	Ind.	1,417	86
Glendale	Calif. Mich.	1,602	53 62
Grand Rapids Hammond	Ind.	1,551	127
Harrisburg	Pa.	1,147 1,504	70
Hartford Hempstead Twsp	Conn.	2,235	5
Hempstead Twsp	N. Y.	1,694	39
Hoboken Holyoke	N. J. Mass.	1,528	66 75
Honolulu	T. H.	1,469 1,739	34
Houston	Texas	1,375	92
Huntington	W. Va.	1,267	109
Indiana polis	Ind.	2,015	10
Jacksonville	Fla.	1,175	123
Jersey City	N. J. Pa.	1,107	130
Johnstown	Kans.	1,170	99
Kansas City	Mo.	1,634	46
Knoxville	Tenn.	1,425	83
Lancaster	Pa.	1,584	56
Lansing	Mich.	1,681	42
Lawrence	Mass.	1,113	129

City	State	Effective Buying Income Per Capita 1944  Estimate	Rank in Group
Little Rock Long Beach Los Angeles Louisville	Ark. Calif. Calif. Ky.	1,258 2,555 1,922 1,579	113 1 16 58
Lowell	Mass. Pa. Tenn. Fla. Wis. Minn.	1,378 1,097 1,262 1,520 1,714 1,698 1,259 1,362	90 131 111 67 36 38 112 94
Nashville Newark New Bedford New Haven New Orleans New York Norfolk	N. J. Mass. Conn. La, N. Y.	1,611 2,024 1,246 1,768 1,358 1,622 1,576	51 9 114 29 96 49 59
OaklandOklahoma City Omaha	Okla.	2,098 1,541 1,923	8 63 15
Pasadena	N. J. N. J. R. I. III. Pa. Ariz. Pa. Maine Ore.	2,222 1,655 1,934 1,377 1,744 1,329 1,589 1,496 1,828 1,950 1,898	6 44 14 91 33 101 55 71 26 13
Reading	Va. Va. N. Y.	1,189 1,800 1,384 1,518 1,476	122 27 89 68 73
Sacramento St. Louis St. Paul Salt Lake City San Antonio San Diego San Francisco Savannah Schenectady Scranton Seattle Shreveport South Bend Spokane Springfield Syracuse Tacoma Tampa Toledo Trenton Troy Tulsa Utica Washington Waterbury Wichita Wilkes-Barre Wilmington Winston-Salem Worcester Yonkers	Calif. Mo. Minn. Utah Texas Calif. Calif. Calif. Wash. La. Ind. Wash. Mass. N. Y. Wash. Adss. N. Y. Cokla. N. Y. Conn. Kans. Pa. Del. N. C. Mass.	2,255 1,705 1,536 1,537 1,361 2,000 2,333 1,042 1,598 1,238 2,282 1,553 1,414 2,196 1,768 1,273 1,960 1,453 1,553 1,553 1,414 2,196 1,273 1,960 1,453 1,273 1,882 1,275 1,843 1,455 1,882 1,455 1,882 1,464 1,291	4 37 65 64 95 11 2 132 54 115 3 61 87 77 29 108 12 77 103 106 79 119 17 23 24 76 21 60 60 60 60 60 60 60 60 60 60 60 60 60

### The Pied Pipers of Radio

Listener-loyalty is not something that can be weighed in the scales, like a Spring pullet; nor yet something that can be measured, like lumber or dress-goods. It's something pretty tangible, however.. tangible and terrific.

Not only do the music-makers of radio have their followings, but the men and women who headline radio's various programs do, too. When they mention a product, advise a listener to buy it and try it, that product is as good as sold.

Here is a plus which the radio advertiser gets for his money. In addition to what *be* says about his product or service, there is the endorsement of the man or woman who has come to be like a personal friend to vast numbers of the radio audience.

Tap this allegiance through the stations of Westinghouse, which have 18,000,000 potential listeners in primary areas alone. Give your product the plus that costs nothing extra. The call-letters of Westinghouse are letters of recommendation in many of America's strategic markets. Consult our national representatives listed below.



### WESTINGHOUSE BADIO STATIONS Inc

WOWO . KEX . KYW . KDKA . WBZ . WBZA

Represented Nationally by NBC Spot Sales—Except KEX KEX Represented Nationally by Paul H. Raymer Co.





# 1944 Retail Sales, SM's Estimate of Total Dollars—for Cities with City-Zone Populations Over 100,000

Here, listed alphabetically and ranked, are SALES MANAGEMENT's exclusive estimates of retail sales for the year 1944. The listing is confined to 132 cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1940 Census.

City	State	Retail Sales 1944 Esti- mate in Thousands	Rank in Group
Akron	Ohio	208,345	40
Albany	N. Y.	90,984	82
Allentown	Pa. Ga.	73,883	100
Atlanta	N. J.	284,230 69,749	104
Baltimore	Md.	783,044	7
Baton Rouge	La.	52,782	122
Binghamton	N. Y.	63,130	111
Birmingham	Ala.	196,274	49
BostonBridgeport	Mass. Conn.	690,055 150,436	53
Buffalo	N. Y.	350,950	21
Camden	N. J.	82,301	88
Canton	Ohio	92,403	80
Charleston	S. C.	58,120	117
Charleston	W. Va N. C.	75,405 93,722	98 77
Charlotte	Tenn.	86,060	87
Chicago	111.	2,393,431	2
Cincinnati	Ohio	387,406	17
Cleveland	Ohio	755,189	8
Columbus	Ohio Texas	250,545 58,343	39 116
Dallas	Texas	290,972	26
Davenport	lowa	51,450	123
Dayton	Ohio	192,788	43
Denver	Colo.	290,104	27
Des Moines Detroit	Mich.	122,582 1,396,485	67
Duluth	Minn.	65,512	108
East St. Louis	111.	46,731	127
Elizabeth	N. J.	77,350	95
El Paso	Texas	60,333	113
Erie	Pa.	91,738	81 72
Evansville	Ind. Mass.	100,879	112
Fall River		61,625 134,571	60
Fort Wayne	Ind.	103,924	71
Fort Worth	Texas	175,645	46
Fresno	1	100,337	73
Gary		73,567	101
Glendale Grand Rapids		87,886 151,164	85 52
Hammond		50,973	124
Harrisburg		78,544	90
Hartford		237,947	34
Hempstead Twsp	N. Y.	220,064	39
HobokenHolyoke	N. J. Mass.	16,800 37,800	132
Honolulu		288,661	28
Houston		330,340	22
Huntington	. W. Va.	53,698	121
Indianapolis	. Ind.	329,968	23
Jacksonville	. Fla.	106,622	70
Jersey City	. N. J.	125,134	66
Johnstown	1	47,456	126
Kansas City		74,433 364,500	99
Kansas City Knoxville	1987	92,501	79
Lancaster	_	58,840	115
Lansing		95,739	74
Lawrence		50,686	125
Little Rock		77,961	94
Long Beach	. Calif.	233,504	36

City	State	Retail Sales 1944 Esti- mate in Thousands	Rank in Group
Los Angeles	Calif.	1,434,261	3
ouisville	Ky. Mass.	255,041 59,396	31 114
AcKeesport	Pa.	41,875	130
Aemphis	Tenn.	228,140	38
AiamiAilwaukee	Fla. Wis.	160,152 455,420	14
Ainneapolis	Minn.	377,146	18
Aobile	Ala.	94,726	119
Aoline-Rock Island	III. Tenn.	55,473 128,625	64
lewark	N. J.	441,388	15
lew Bedford	Mass.	65,058	109
New Haven	Conn. La.	160,517 314,120	48
New York	N. Y.	4,333,478	1
Norfolk	Va.	134,260	61
Oakland Oklahoma City	Calif. Okla.	405,067 184,568	16
Omaha	Nebr.	179,265	45
asadena	Calif.	87,873	86
Passaic	N. J.	64,620 137,774	110
Pawtucket	R. I.	55,725	118
Peoria	111.	93,400	78
Philadelphia	Pa. Ariz.	1,276,284 109,215	69
ittsburgh	Pa.	590,296	10
Portland	Maine	88,577	83
Portland	Ore. R. I.	376,155 260,286	30
Reading	Pa.	78,314	92
Richmond	Va.	203,373	41
Roanoke Rochester	Va. N. Y.	54,225 240,197	120
Rockford	111.	76,792	96
Sacramento	Calif.	109,526	68
St. Louis St. Paul		516,635 234,780	12
Salt Lake City		156,740	51
San Antonio San Diego		166,545	47 25
San Francisco		310,868 590,213	11
Savannah	Ga.	72,471	102
Schenectady Scranton		71,164 75,465	103
Seattle	Wash.	484,476	13
Shreveport	La.	88,042	93
South Bend Spokane		78,233 134,136	62
Springfield	Mass.	147,330	54
Syracuse		141,020	56
Tampa		135,268 78,421	59 91
Toledo		230,350	37
Trenton		95,065	129
Tulsa		44,632 126,530	65
Utica		65,747	107
Washington	. D. C.	804,836	6
Waterbury		81,563 159,720	89 50
Wilkes-Barre	· Pa.	67,617	106
Wilmington	· Del.	136,450	58
Winston-Salem Worcester		46,720 147,197	128
Yonkers	1	69,038	105
Youngstown		132,213	63
Total of above (		33,094,687 48.067	2.

For packaging insurance against breakage, you can't beat a set-up paper box... Custom-Built for YOU! It gives structural strength to withstand rough handling and exposure to the elements. No other parallelpriced container offers you comparable package smartness, speedy assembly-line packing

CUSTOM · BUILT for PROTECTION

and light-weight construction that keeps shipping costs at a minimum. Only Custom-Built set-up paper boxes offer you ALL these advantages AND MORE...and only these modern containers are completely adaptable to your packaging problem, whether it be the protection of rare perfumes or precision machine parts.



himare, Md.
Maryland Paper Box Co.
sition, Mass.
Gicknell of Fuller Paper Box Co.
wikins, N. Y.
E. J. Trum Co., Inc.
Harder, N. C.
John Son Co.
hisago, III.
Kroeck, Paper Box Co.
diumbus, Ohio
Collumbus, Ohio
Collumbus, Ohio
Collumbus, Paper Box Co.
Collumbus, Ohio

hio Paper Box Co.

Danvers, Mass.
The Friend Box Co.
Fort Wayne, Ind.
Wayne Paper Box G
Printing Corp.
Hoboken, N. J.
Shoup-Owers, Inc.
Kansas City, Mo.
Crook Paper Box Co.
Louisville, Ky.
Finger Paper Box Co.
Kentucky Paper Box Co.
Les Angeles, Cal.
C. W. Hering

Meriden, Conn.
Shaw Paper Box Co.
Newark, N. J.
Mooney & Mooney
Newark Paper Box Co.
New York, N. Y.
A. Dorfman Co.
Partucket, R. II.
Shaw Paper Box Co.
Philadelphia, Pa.
Datz Mfg. Co.
Walter P Miller Co., Inc.
Edwin J. Schoettle Co.
Geo. H. Snyder, Inc.

Philadelphia (continued) Sprowles G Allern, Inc. Portland, Me. Casco Paper Box Co. Providence, R. I. Hope Paper Box Co. Taylor Paper Box Co. Rockford, III, Paul Bennett Paper Boxes

Rockford, III, Paul Bennett Paper Boxes, Inc. Seattle, Wash. Puget Sound Paper Box Co. Union Paper Box Mfg. Co. Somerville, Mass. Consolidated Paper Box Co.

St. Louis, Mo.
Great Western Paper Box Co.
Moser Paper Box Co.
F J. Schleicher Paper Box Co.
Service Paper Box Co.
Tampa, Fla.
Consolidated Box Co., Inc.
Utica, N. Y.
Utica Box Co., Inc.
Waterlown, Wis.
Ira L. Henry Company
Terente, Canada
Fielder Paper Box Co.
Cooperating Suppliers: Appleton Coated

Paper Company, Blackstone Glaxed Paper Company; Bradner Smith & Co.; Louis Dejonge & Co.; Globe Mfg. Co.; Hardned Glazed Paper & Card Co.; Hartford City Paper Co.; Hazen Paper Company; Holyoke Card & Paper Co.; Hughes & Holfman Company; Lachman-Novasel Paper Co.; Marvellum Company; Matthias Paper Corp.; Nashua Gummed & Coated Paper Co.; Pejepscot Paper Co.; Plastic Coating Corp.; Racquette River Paper Co.; Exkord Paper Company, Stokes & Smith Co.



BNT

# 1944 Food Group Sales, SM's Estimate of Total \$ for Cities with City-Zone Populations Over 100,000

Here, listed alphabetically and ranked, are SALES MANAGEMENT's exclusive estimates of retail food group store sales for the year 1944. The listing is confined to 132 cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1940 Census.

City	State	Food Group Sales, 1944 Esti- mate in Thousands	Rank in Group
Akron	Ohio	\$56,908	35
Albany	N. Y. Pa.	22,627	81 99
Allentown	Ga.	19,307 48,440	42
Atlantic City	N. J.	19,053	100
Baltimore	Md.	234,928	6
Baton Rouge	La.	9,291	131
Binghamton Birmingham	N. Y. Ala.	15,345 37,650	113
Boston	Mass.	145,867	•11
Bridgeport	Conn.	39,144	48
Buffalo	N. Y.	102,495	18
Camden	N. J. Ohio	25,315 24,613	71
Charleston	S. C.	13,938	119
Charleston	W. Va.	15,354	112
Charlotte	N. C. Tenn.	16,426 21,125	110
Chicago	111.	518,089	2
Cincinnati	Ohio	103,881	17
Cleveland	Ohio Ohio	184,942	26
Columbus	Texas	68,070 10,570	130
Dallas	Texas	51,433	37
Davenport	lowa	12,265	122
Dayton	Ohio Colo.	50,539 59,961	39
Denver	lowa	26,585	69
Detroit	Mich.	295,147	5
Duluth	Minn.	18,880	101
East St. Louis	III. N. J.	15,250	114
Elizabeth El Paso	Texas	25,125 11,432	127
Erie	Pa.	27,652	67
Evansville	Ind.	22,310	83
Fall River	Mass. Mich.	20,295 35,343	96 54
Fort Wayne		23,856	77
Fort Worth	Texas	31,540	61
Fresno		21,207	91
Glendale		18,443 22,829	104
Grand Rapids		34,605	56
Hammond	Ind.	12,450	121
Harrisburg	Pa.	18,725	102
Hartford	N. Y.	54,506 76,200	36
Hoboken	N. J.	11,259	129
Holyoke	Mass.	11,822	124
Honolulu		75,493 75,875	24
Huntington	W. Va.	11,590	126
Indianapolis	Ind.	67,618	28
Jacksonville	. Fla.	25,840	70
Jersey City		50,693 11,690	125
Kansas City	. Kans.	20,923	93
Kansas City	. Mo.	73,515	25
Knoxville		22,243 12,154	123
Lansing		21,545	88
Lawrence	. Mass.	14,472	116
Little Rock	. Ark.	14,350	

City	State	Food Group Sales, 1944 Esti- mete in Thousands	Rank in Group
Los Angeles	Calif.	336,657	3 32
Louisville	Ky. Mass.	61,185 22,545	82
McKeesport	Pa.	16,475	109
Memphis	Tenn. Fla.	39,706 30,920	63
Miami	Wis.	128,250	12
Minneapolis	Minn.	98,538	19
Mobile	Ala.	17,472 13,813	120
Nashville	Tenn.	27,620	68
Newark New Bedford	N. J. Mass.	117,765 21,265	15 89
New Haven	Conn.	35,055	55
New Orleans	La.	65,940	29
New York Norfolk	N. Y. Va.	1,273,652 32,500	59
Oakland	Calif.	122,531	14
Oklahoma City	Okla. Nebr.	28,707 50,161	64
Omaha Pasadena	Calif.	21,620	86
Passaic	N. J.	20,042	97
Paterson	N. J. R. I.	45,609 16,887	108
Pawtucket Peoria		24,937	74
Philadelphia	Pa.	336,045	111
Phoenix		15,556 150,493	10
Portland	Maine	23,525	79
Portland		90,256 65,359	30
Reading	-	23,730	78
Richmond	Va.	45,660	43 128
Roanoke		11,392 67,930	27
Rockford		20,621	95
Sacramento		24,825 125,430	75
St. Louis St. Paul		57,168	34
Salt Lake City	Utah	34,177	57 52
San Antonio San Diego		36,122 81,659	21
San Francisco	. Calif.	151,055	9
Savannah		20,907 21,220	94
Scranton	. Pa.	21,620	86
Shreveport	. Wash.	109,623	107
South Bend		18,365	105
Spokane		28,196	50
Springfield		38,695 39,135	49
Tacoma	2000 0	33,268	58
Tampa		14,560	115
Toledo		61,207 31,827	60
Troy	. N. Y.	14,161	118
Tulsa Utica		25,112 18,678	103
Washington		214,469	7
Waterbury	. Conn.	22,213	85
Wichita Wilkes-Barre		31,105 19,727	98
Wilmington	. Del.	41,502	46
Winston-Salem	. N. C.	8,610	132
Worcester Yonkers		44,167 28,649	65
Youngstown	-	35,360	53
Total of above 0			

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# Sell the Sellers

Every department store offers opportunity for extra sales volume if you can sell the sellers—the retail sales people who can either enthusiastically promote your product or damn it with faint praise.

Here's how it's done. In giant stores the training director or the respective merchandise department head is the specialist who sells sellers — gives them the facts and tips needed for effective personal point-of-sale promotion. In other stores the same job is done by the president, general manager or one of the other key executives.

In this process of selling the sellers, the best known lines and products naturally get preferred attention. For maximum sales you, too, need this kind of active support by the entire store management team — key buyers, presidents, merchandise managers, advertising and display managers and training directors. Advertisers who use the Department Store Economist see the result in effective store-wide promotion of their product.

# DEPARTMENT STORE ECONOMIST

A CHILTON TO PUBLICATION

100 EAST 42d STREET, NEW YORK 17, NEW YORK-56th and Chestnut Streets, PHILADELPHIA 39, PA. 29 East Madison Street, CHICAGO 2, ILL. 1836 Euclid Avenue, CLEVELAND 15, OHIO - 10 High Street, BOSTON 10, MASS. WEST COAST Simpson Reilly, Ltd., Garfield Building, LOS ANGELES 14, CAL. Simpson Reilly, Ltd., Russ Building, SAN FRANCISCO 4, CAL.

ENT

# 1944 Gen'l Mdse. Sales, SM's Estimate of Total \$ for Cities with City-Zone Populations Over 100,000

Here, listed alphabetically and ranked, are SALES MANAGEMENT's exclusive estimates of General Merchandise (department, mail order, variety) store sales for the year 1944. The listing is confined to 132 cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1940 Census.

City	State	General Mdse. Sales, 1944 Estimate in Thousands	Rank In Group
Akron	Ohio	\$51,629	36
Albany	N. Y.	36,516	43
Allentown	Pa.	14,528	89
Atlanta	Ga.	96,048	18
Atlantic City	N. J.	10,248	107
Baltimore	Md.	212,898	6
Baton Rouge	La.	40.740	
Binghamton	N. Y.	13,542	95
Birmingham	Ala.	35,763	44
Boston	Mass. Conn.	196,035 26,503	53
Buffalo	N. Y.	84,040	22
	N. J.		88
Camden	Ohio	14,594 14,750	87
Charleston	S. C.	10,320	106
Charleston	W. Va.	13,616	94
Charlotte	N. C.	21,431	64
Chattanooga	Tenn.	14,210	90
Chicago	111.	786,850	1
Cincinnati	Ohio	79,087	23
Cleveland	Ohio	180,045	9
Columbus	Ohio	50,311	37
Corpus Christi	-	7,340	118
Dallas		73,683	26
Davenport		44 204	40
Dayton		41,304 85,496	21
Denver		26,500	54
Detroit		272,979	4
Duluth		9,160	111
East St. Louis		7,374	117
Elizabeth		10,152	108
El Paso		13,047	97
Erie	Pa.	15,796	80
Evansville	Ind.	15,470	81
Fall River		7,451	116
Flint.	Mich.	20,257	67
Fort Wayne	Ind.	24,738	57 31
Fort Worth		55,078 12,391	100
Gary		18,018	74
Glendale		12,348	102
Grand Rapids		24,703	58
Hammond	Ind.	14.787	85
Harrisburg		13,930	92
Hartford		57,597	30
Hempstead Twsp	N. Y.	16,171	78
Hoboken		1,065	127
Holyoke		4,109	126
Honolulu		53,896 42,081	39
Huntington		*	-
Indianapolis		77,120	24
Jacksonville		15,966	79
Jersey City	N. J.	6,580	120
Johnstown	Pa.	17,687	75
Kansas City		7,496	115
Kansas City		115,365	15
Knoxville		18,180	73
Lancaster		12,121	103
Lawrence	4.4	19,419 5,491	123

City	State	General Mdse. Sales, 1944 Esti- mate in Thousands	Rank in Group
Long Beach	Calif.	30,515	45
Los Angeles Louisville	Calif. Ky.	260,209 41,062	5 41
owell		8,878	112
McKeesport	1 -	5,984	122
Memphis	Tenn.	71,647	27
Miami		29,274	46
Milwaukee Minneapolis		95,423 92,064	19
Mobile		17,670	76
Moline-Rock Island	111.	12,353	101
Nashville		20,325	66
Newark		135,560	111
New Bedford New Haven	Mass. Conn.	8,550 21,507	114
New Orleans	La.	58,506	29
New York	N. Y.	694,601	2
Norfolk		22,081	61
Oakland	Calif.	100,486	17 55
Oklahoma City Omaha		26,220	33
Pasadena		14,061	91
Passaic		7,222	119
Paterson	. N. J.	22,007	62
Pawtucket		6,137	121
Peoria Philadelphia		23,546 344,053	3
Phoenix		19,045	71
Pittsburgh	. Pa.	184,004	8
Portland		15,407	82
Portland		115,488 58,753	14
Reading	-	11,783	104
Richmond	. Va.	42,252	38
Roanoke		8,712	113
Rochester		52,003 13,424	35 96
Sacramento		19,519	68
St. Louis	. Mo.	128,295	12
St. Paul		75,032	25 42
Salt Lake City San Antonio		37,804 28,204 ·	48
San Diego		52,397	34
San Francisco	. Calif.	100,563	16
Savannah		14760	86
Schenectady	Pa.	14,760 12,954	99
Seattle		12,954 117,115	13
Shreveport	. La.	13,020	98
Spokane		15,132 28,802	83
Springfield		26,844	51
Syracuse	. N. Y.	27.835	49
Tacoma	. Wash.	26,513	52
Talada		13,744 52,511	93
Toledo		17,083	77
Troy	. N. Y.	5,488	124
Tulsa		21,306	110
Washington		9,320 171,958	110
Washington		10,448	105
Wichita	. Kans.	23,126	60
Wilkes-Barre	. Pa.	19,050	70
Wilmington Winston-Salem	Del. N. C.	18,740 9,662	109
Worcester		26,022	56
Yonkers	N. Y.	4,864	125
Youngstown	. Ohio	27,775	50
Total of shows i	Ci ties	7,076,944	

<sup>\*</sup>Withheld to avoid disclosure.

# You Need All Three Markets

FARM AMERICA 30,216,188 pop.

SMALL TOWN AMERICA 27,029,385 pop.

> 20.5% U.S.

URBAN AMERICA 74,423,702 pop.

BUT YOU CAN'T COVER THE SMALL TOWN MARKET WITH GENERAL MAGAZINES

> No matter how many of the largest circulating magazines you use, you're still short in SMALL TOWNS

5 National Weeklies 3 National Monthlies 5 National Women's	Total Girculation 12,351,738 6,338,525 16,126,915 34,817,178	17.077	3,193,438 10,462,107 20,756,690 27,029,385	37,809,896 19,832,256 48,226,094 105,868,246 74,423,702
n-milation			- vwered	76.8%

Total Population . . . . . NOTE THE UNEQUAL COVERAGE: Small Towns Under-covered 76.8% Urban Areas Over-covered 141.6%

When you add GRIT

75.42% 1,983,336

486,133

AND YOU INCREASE YOUR SMALL TOWN COVERAGE FROM 76.8% TO 84.2%

Yes, it takes a "Small Town" publication to cover the Small Town market thoroughly —and GRIT designed especially for the Small Town audience, is the only publication to put more than 75% of its circulation in Small Town America.



WILLIAMSPORT, PA.

more than 500,000 weekly circulation

SMALL TOWN AMERICA'S GREATEST FAMILY WEEKLY

ENT

# 1944 Lum-Bldg-Hdwe Sales, SM's Estimate of Total \$ for Cities with City-Zone Populations Over 100,000

Here, listed alphabetically and ranked, are SALES MANAGEMENT's exclusive estimates of Lumber, Building, Hardware sales for the year 1944. The listing is confined to 132 cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1940 Census.

City	State	Lum-Bldg-Hdwe Sales—1944 Esti- mate in Thousands	Rank in Group
Akron	Ohio	\$8,398	29
Albany	N. Y.	2,351	103
Allentown	Pa. Ga.	2,130 11,563	110
Atlantic City	N. J.	1,203	127
Baltimore	Md.	13,545	12
Baton Rouge	La.	4,043	68
Singhamton		2,030	114
Birmingham Boston		4,082 19,655	67
Bridgeport	-	4,518	64
Buffalo		12,252	16
Camden	N. J.	2,600	93
Canton	Ohio	5,083	57
Charleston Charleston		1,760 3,086	119
Charlotte		3,625	74
Chattanooga		3,906	69
Chicago		53,936	2
Cincinnati Cleveland		9,382	24
Columbus		10,204	22
Corpus Christi	-	5,012	59
Dallas	Texas	12,844	14
Davenport	lowa	2,548	96
Dayton		7,262	40
Denver		7,900 6,475	33 48
Detroit		0,473	40
Duluth		1,944	116
East St. Louis	111.	2,577	94
Elizabeth		4,505	65
El Paso		2,424 3,020	100
Erie Evansville		2,516	98
Fall River		2,412	101
Flint		4,761	61
Fort Wayne	Ind.	2,633	91
Fort Worth		7,837	35
Fresno		6,652 3,383	80
GaryGlendale		3,607	77
Grand Rapids	Mich.	3,900	70
Hammond	Ind.	2,030	114
Harrisburg	Pa.	1,265	124
Hartford Hempstead Twsp	N. Y.	8,045	31
Hoboken		13,925 1,044	128
Holyoke		1,260	125
Honolulu	. <u>T</u> . H.		
Houston		18,292	6
Huntington		2,688	90
Indianapolis Jacksonville	Ind.	8,377 5,213	30 54
Jersey City		3,614	76
Johnstown	. Pa.	2,318	104
Kansas City		2,886	89
Kansas City Knoxville		10,453 5,124	20 55
Lancaster		1,540	122
Lansing		5.263	53
	. Mass.	1,319	123

City	State	Lum-Bldg-Hdwe Sales—1944 Esti- mate in Thousands	Rank in Group
Little Rock	Ark.	2,125	111
Long Beach	Calif.	8,022	32
Los Angeles		44,557	3
Louisville		7,695 1,903	37 118
McKeesport		1,039	129
Memphis	Tenn.	6,912	44
Miami		8,631	28
Milwaukee		8,975	26
Minneapolis Mobile	Minn. Ala	12,774 2,610	15 92
Moline-Rock Island		3,280	81
Nashville		5,017	58
Newark	N. J.	9,937	23
New Bedford	Mass. Conn.	2,543 4,526	97 63
New Orleans	La.	7,231	41
New York		126,413	1
Norfolk	Va.	3,600	78
Oakland	. Calif.	15,637	8
Oklahoma City Omaha		10,317 6,748	21 46
Pasadena		3,175	83
Passaic		2,190	108
Paterson	. N. J.	2,190 3,734	. 73
Pawtucket		3,241	82
Peoria Philadelphia		3,616 22,741	75
Phoenix		5,770	52
Pittsburgh		13,695	11
Portland	. Maine	3,171	84
Portland	Ore.	7,553	38
Providence Reading	. R. I. Pa.	8,913 2,283	105
Richmond	. Va.	4,860	60
Roanoke		1,207	126
Rochester		10,985	18
Rockford		3,406	79
Sacramento St. Louis		6,255 13,215	13
St. Paul	. Minn.	7,705	36
Salt Lake City	. Utah	4,234	66
San Antonio	. Texas	7,900	33
San Diego		10,905	19
San Francisco		13,909	10
Savannah Schenectady		3,087 2,386	102
Scranton	. Pa.	2,562	95
Seattle	. Wash.	9,272 3,750	.25
Shreveport South Bend	· La.	3,750	106
Spokane		2,221 3,785	71
Springfield		6.115	51
Syracuse	. N. Y.	4,598	62
Tacoma		5,112	56
Tampa Toledo		2,058	113
Trenton		6,905 3,046	87
Troy		1,918	117
Tulsa	. Okla.	7,000	42
Utica	. N. Y.	1,644	120
Washington	D. C.	17,327 2,175	109
Wichita		6,272	49
Wilkes-Barre	. Pa.	1,609	121
Wilmington	. Del.	2,491	99
Winston-Salem	. N. C.	2,200	107
Worcester Yonkers		6,957 2,088	112
Youngstown		7,509	39
4			-
Total of above		947,461	
% of U. S. A		26.562	1

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\*Withheld to avoid disclosure.

### The Building Market and how to reach it.

The light-load construction industry includes all the factors that are concerned with home, commercial, light industrial or farm construction.

The important specifiers, buyers and distributors of building materials and supplies are:

Contractor-Builder: Operates in entire field of Light-Load Construction: is leader in commercial building: does considerable new industrial and conversion work. Accounts for 30% of all homes built, averaging 3 to 10 houses per year on contract or for sale. Owns and operates considerable woodworking and concrete-handling mechanical equipment.

Operative Builder: Strictly a "new homes builder," averaging 10 to 25 homes per year built for sale or rent. A few build up to several hundred per year. The most spectacular of all building professionals; usually operates in or contiguous to metropolitan districts when and where active demand is strong. Accounts for 15% of all homes built. Exercises 100% control over specifications.

Carpenter Builder: Collectively accounts for considerable volume, because classification includes many specialists, such as flooring contractors, stair builders, cabinet makers, etc. Is the principal builder of rural and farm houses as well as the repair and maintenance man everywhere. Builds 1 to 5 small houses per year. Normally, erects 30% of all homes.

Lumber and Building Material Dealer: Controls distribution of structural building materials and supplies; is a formidable influence locally in all building operations . . . residential, commercial, public and farm. Normally, controls 18% of all homes built in farm and small homes field, working closely with local building professionals. Is largest distributor of syndicated architectural plan services. Many prefabricate small buildings.

### · How American Builder serves these **Builders and Dealers**

Editorially American Builder provides practical ideas that help building professionals plan, construct, buy and sell more efficiently and more profitably. American Builder has been doing this job for 66 years, through wars, depressions and "booms." Its editors spend much time "on the site." They know what building men need and want; provide tested construction methods for Builders; practical marketing and merchandising ideas for Dealers and Distributors.

American Builder crusades for private building and for improved home financing facilities, through private means as well as Government agencies.

### American Builder reaches all dominant factors

American Builder with a total paid circulation of 60,608 (Dec., 1944, ABC Statement), reaches all of the important buying elements of the mar-

ket described here. Among the 47,100 readers on the building side are the top ranking Builders and Contractors, who account for 70% of the residential and light-load construction.

The remainder of its subscribers, 13,508 Retail Lumber and Building Materials Dealers and Distributors, receive American Builder with a special Distribution Section bound into it, containing editorial and advertising material of specific interest to those Dealers and Distributors.

They handle about 85% of the nation's building material volume.

### What Builders and Dealers want to know about materials and products

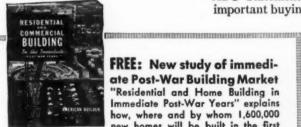


Recently we had an independent organization make a field investigation among these important specifiers, buyers and distributors of building materials and supplies, to find out what their problems are and what our editors and advertisers might do to help.

When quizzed concerning the informative usefulness of advertising appearing in American Builder, readers said they like to see these things:

- 1. Illustrations and descriptions of how and where a product can be used; how it is made; how installed; how fast it can be installed. (Sketches, rather than photographs . . . after all, blueprints are tools of the trade.)
- 2. "Performance" data what it has done for others.
- 3. On new products, proof of workability and acceptance by trade and associations.
- 4. When there is more to be said about the benefits of product features than can be explained in the ad itself, they like to see additional information offered in some useful form.

What do you know that will help Builders and Dealers now and postwar?



### FREE: New study of immediate Post-War Building Market

"Residential and Home Building in Immediate Post-War Years" explains how, where and by whom 1,600,000 new homes will be built in the first

three years following peace. Helpful in determining sales potentials in the immediate post-war period.

While they last, copies of this American Builder study are available at no cost to manufacturers of building materials and products, and to their advertising agencies. In the interest of paper conservation, we must limit distribution to those directly concerned with the building industry.



CHICAGO 3, ILLINOIS: 105 WEST ADAMS STREET NEW YORK 7, NEW YORK: 30 CHURCH STREET

Cleveland 13, Ohio: Terminal Tower • Ann Arbor, Mich.: 1080 Stein Road Washington 4, D. C.: 832 National Press Building • Seattle 1, Wash.: 1038 Henry Building • San Francisco 4, Calif.: 300 Montgomery St. • Los Angeles 14, Calif.: 530 West 6th St. • Dallas, Texas: P. O. Box 1868.

# 1944 Drug Store Sales, SM's Estimate of Total \$ for Cities with City-Zone Populations Over 100,000

Here, listed alphabetically and ranked, are SALES MANAGEMENT's exclusive estimates of drug store sales for the year 1944. The listing is confined to 132 cities whose city-zone population (newspaper-carrier limit) population exceeded 100,000 in the 1940 Census.

City	State	Drug Store Sales—1944 Esti- mate in Thousands	Rank in Group
Akron	Ohio	\$8,104	46
Albany	N. Y.	2,820	99
Allentown	Pa.	2,315	112
Atlanta	Ga.	12,903	29 83
Atlantic City	N. J.		-
Baltimore	Md. La.	33,523 2,570	105
Baton Rouge	N. Y.	2,030	120
Birmingham	Ala.	5,703	60
Boston	Mass.	27,397	9
Bridgeport	Conn.	5,120	64
Buffalo	N. Y.	11,284	32
Camden	N. J.	2,696	103
Canton	Ohio	3,085	95
Charleston	S. C.	3,206	90
Charleston	W. Va. N. C.	3,134 4,300	93 74
Charlotte	Tenn.	3,720	84
Chicago	111.	108,044	2
Cincinnati	Ohio	17,976	16
Cleveland	Ohio	28,775	8
Columbus	Ohio	11,407	31
Corpus Christi	Texas	2,152	117
Dallas	Texas	14,540	26
Davenport	lowa	1,972	122
Dayton	Ohio	8,764	18
Denver	Colo. Iowa	17,550 7,520	50
Detroit		71,256	3
Duluth		2,553	106
East St. Louis		2,004	121
Elizabeth		1,890	123
El Paso	Texas	2,888	97
Erie	Pa.	2,635	104
Evansville			
Fall River	Mass.	2,262	113
Flint	Mich.	7,282	53
Fort Wayne	Ind. Texas	5,047	67
Fort Worth		9,177 3,463	87
_		2,702	102
Glendale		3,164	92
Grand Rapids		7,863	48
Hammond		1,179	129
Harrisburg		4,644	71
Hartford	Conn.	8,753	42
Hempstead Twsp	N. Y.	8,593 710	43
Hoboken		710	130
Holyoke		1,581 16,079	127
Honolulu		15,694	22
Huntington		13,074	
Indianapolis		23,132	14
Jacksonville		6,580	57
Jersey City		5,307	62
Johnstown		1,680	125
Kansas City		2,880	98
Kansas City	Mo.	27,250	10
Knoxville		5,037	68
Lancaster		2,419	109
Lansing		4,633	72
Little Rock		2,257 3,190	91

City	State	Drug Store Sales—1944 Esti- mate in Thousands	Rank in Group
Los Angeles	Calif.	57,736	4
Louisville	Ky. Mass.	13,896 2,070	119
McKeesport	Pa.	1,649	126
Memphis	Tenn.	11,267	33
Miami	Fla. Wis.	10,360 19,038	36 15
Minneapolis	Minn.	19,038 17,760	17
Mobile Moline-Rock Island	Ala.	4,250 2,245	75 116
Nashville	Tenn.	6,900	55
Newark	N. J.	14,618 3,290	25 88
New Bedford New Haven	Mass. Conn.	6,584	56
New Orleans	La.	17,372	19
New York	N. Y. Va.	141,400 8,036	47
Oakland	Calif.	16,511	20
Oklahoma City	Okla.	10,600	35
Omaha Pasadena	Nebr. Calif.	9,286 3,850	39 79
Passaic	N. J.	2,253	115
Paterson	N. J. R. I.	4,531 3,003	73 96
Pawtucket Peoria	iii.'	3,930	77
Philadelphia	Pa.	50,426	6
Phoenix	Ariz.	5,052 23,550	66 13
Portland	Maine	3,815	81
Portland	Ore. R. I.	15,103 10,860	24 34
Reading	-	2,721	100
Richmond	Va.	10,335	37
Roanoke		9,544 9,400	107
Rockford	III.	3,093	94
Sacramento		6,450	58
St. Louis St. Paul		23,650 8,270	12 44
Salt Lake City	Utah	7,411	51
San Antonio San Diego		7,400 13,064	52 28
San Francisco	Calif.	25,415	11
Savannah Schenectady		2,703 3,223	101
Scranton	Pa.	2,400	110
Seattle	Wash.	15,259 5,160	23 63
South Bend	Ind.	3,525	86
Spokane	Wash.	5,664	61 59
Springfield Syracuse		6,235 4,766	70
Tacoma	. Wash.	3,915	78
Tampa		3,850	79 30
Toledo	N. J.	11,768 3,745	82
Troy	N. Y.	1,530	128
Tulsa Utica		7,791 1,698	124
Washington		52,765	5
Waterbury	. Conn.	3,691	85
Wichita Wilkes-Barre	. Kans. Pa.	6,910 2,370	111
Wilmington	. Del.	5,080	65
Winston-Salem Worcester	. N. C.	2,135 5,024	118
Yonkers	. N. Y.	2,461	108
Youngstown		3,984	76
		4 440 000	
Total of above C	lities	. 1,418,986	1

EVERSHARP CONKLI STRATFORD WEAREVER SCRIPTO UTOPOINT AMERICA'S LEADING FOUNTAIN PEN AND MECHANICAL PENCIL MANUFACTURERS USE POST PAGES TO ESTABLISH AND MAINTAIN BRAND PREFERENCE

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### Summary of All Data by States and Sections

SECTIONS AND	POPU	PA CIVI ILATIOI -15-194	N		•	CULA	ALES—1944 ESTIMATE			Who'r sale Sales	EFFECTIV	194			SAI ADV	LES- VER- SING TROLS
STATES	Total (in	%	Families (in	Dollars (in	% of		UR STORE			ESTI- MATE	Dollars (in	% of	Per Fam-	Gross Farm Dollars	% of U.S.A.	Quality
,	thous- ands)	U.S.A.	thousands)	thousands)	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		thousands)	U.S.A.	ily	(in thousands)	Poten- tial	Marke
Connecticut	1,748.5 782.2 4,093.1 453.3 694.5 316.1	.614 3.215 .356 .546 .248	497.3 218.3 1,147.0 132.4 198.0 87.4	1,415,432 459,050 2,561,270 251,923 514,106 195,280	.667 3.720 .366 .747	395,485 145,890 777,956 78,381 160,095 56,955	181,557 49,524 382,115 23,733 78,533 19,634	55,330 21,624 101,038 13,785 20,972 9,463	53,310 12,582 108,610 8,674 22,983 6,260	318,062 3,862,300 104,409 526,046 105,468	851,383 5,478,901 432,112 1,005,052 327,912	.573 3.692 .291 .677 .221	5,920 3,900 4,777 3,264 5,076 3,752	132,317 137,709 40,875 17,103	.609 3.605 .327 .672	99 112 92 123
	8,087.7	6.353	2,280.4	5,397,041	7.839	1,614,762	735,096	222,212	212,419	5,874,199	11,039,200	7.438	4,841	501,904	7.342	118
WIDDLE ATLANTIC New Jersey New York Pennsylvania	4,060.6 12,443.5 9,273.2 25,797.3	9.775 7.285	1,169.5 3,657.5 2,544.0	7,510,811	10.909 7.370		315,846 1,120,647 905,165 2,341,658	108,364 308,143 176,857	185,450	2,037,795 23,055,270 6,383,413	10,620,424	7.158	4,175	556,610	11.374 7.246	118
EAST NORTH CENTRAL Illinois. Indiana. Michigan. Ohio. Wisconsin.	7,564,4 3,383,3 5,377,3 6,819,5 2,945,7	5.942 2.857 4.224 5.357 2.314	2,269.0 1,027.5 1,547.0 2,034.0 839.5		6.158 2.598 4.853 5.937 2.317	1,150,520 442,607 854,964 1,152,720 430,608	1,025,980 282,547 531,486 662,650 212,211	225,490 108,660 180,100 201,806 117,473	186,975 83,748 161,837 153,832 62,454	5 8,708,421 5 1,675,013 7 4,172,584 2 5,202,430 1 1,456,861 5 21,215,109	10,108,085 3,985,619 7,234,941 8,944,102 3,240,290	6.811 2.686 4.875 6.026 2.183	4,455 3,880 4,677 34,397 3,860	1,234,698 714,480 540,780 780,120 785,489	6.441 2.653 4.738 5.866 2.249	108 100 112 110 97
WEST NORTH CENTRAL lowa. Kansas. Minneseta. Miscouri Nobraska. North Dakota. South Dakota.	2,276.9 1,678.4 2,525.8 3,524.5 1,176.2 536.5 545.0	1.789 1.318 1.984 2.769 .924 .421 .428	677.8 515.0 710.8 1,075.0 346.9 135.7 150.0	1,240,815 1,000,493 1,419,866 1,800,360 638,545 245,452 251,800	1.802 1.453 2.062 2.324 .928 2.356 3.366	284,190 248,022 350,622 402,270 175,437 54,034 56,968	150,202 114,369 235,438 322,920 86,200 28,230 25,733	147,280 67,413 132,741 87,036 54,871 26,493 28,922	48,577 40,762 50,383 95,165 31,640 9,840 10,581	7 1,423,702 2 1,067,276 3 2,282,868 5 3,912,680 0 1,074,575 0 340,770 234,007	2 2,520,614 2 2,000,210 3 2,627,252 3 3,660,853 1 1,320,962 500,970 491,555	1.698 1.348 1.770 2.466 2.891 3.338	3 3,720 3 3,884 0 3,696 6 3,405 1 3,808 8 3,892 1 3,277	1,683,056 745,788 846,462 751,875 864,558 435,444 357,705	1.747 1.374 1.900 2.484 .909 .380	98 104 96 90 98 86 86
SOUTH ATLANTIC Delaware. District of Columbia. Florida. Georgia. Maryland. North Carolina. South Carolina. Virginia. West Virginia.	3,347.8 1,789.9 2,789.7	.215 .642 0 1.580 3 2.338 1.558 2.629 0 1.406 7 2.175	78.4 230.0 597.9 783.4 547.9 799.0 444.5	250,074 804,836 949,103 1,054,471 91,311,048 01,097,384 597,584 51,152,758	4 .363 6 1.169 3 1.378 1 1.531 8 1.904 0 1.593 4 .869 8 1.675	67,574 214,469 225,342 250,103 391,547 248,022 160,512 284,642	195,585 251,925 170,443 95,828	7,623 17,327 56,331 49,195 42,504 47,076 26,434 49,033	7,118 52,768 55,724 45,833 50,000 45,926 26,518 53,166	818,790 959,454 3 1,603,800 0 1,703,145 6 1,722,097 8 629,750 0 1,351,900	422,042 0 1,551,128 0 2,105,488 0 2,281,012 5 2,579,447 0 1,200,016 0 2,512,746	2 .284 8 1.041 6 1.415 2 1.537 7 1.736 4 1.634 0 .805 0 1.695	4 5,383 5 6,744 9 3,521 7 2,912 8 4,706 4 3,038 9 2,700 3 3,537 9 3,025	327,195 2384,968 3177,043 635,335 635,335 245,186 7329,618	.294 1.002 1.439 1.695 1.752 1.820 .946 1.784	137 156 91 72 112 69 67 82
EAST SOUTH CENTRAL Alabama Kentucky Misolosippi	17,701.2 2,718.2 2,549.5 1,996.1	2 13.904 2 2.135 2 2.003 1 1.568	4,627.8 702.8 678.9 528.0	7,853,341 5 841,862 872,298 490,733	1 11.406 2 1.223 8 1.267 3 .713	2,002,648 192,456 234,813 124,878	1,283,575 124,119 122,330 65,792	320,877 28,976 47,086 26,112	359,841 29,160 40,018 21,290	9,734,971 0 998,180 5 907,420 6 554,175	1,837,124 6 1,751,723 9 1,135,580	6 11.04 4 1.23 3 1.18 0 .76	8 2,618 0 2,580 5 2,151	2,279,898 5 256,905 0 339,922 1 364,656	11.726 1.413 1.371	84 84 88 88 88 88
WEST SOUTH CENTRAL Arkansas. Louislana Oklahoma Texas.	1,736.1 2,316.6 1,988.3 6,260.3	7.920 1 1.364 1 1.819 1 1.562	2,658.4 475.4 621.0 589.5	3,175,937 4 3,175,937 4 556,435 942,842 915,911	7 4.613 5 .808 2 1.370 1 1.330	782,587 133,945 200,803 224,140	492,802 59,212 136,321 130,866	152,910 31,354 49,465 66,494	27,85 44,00 49,84	9 3,991,427 7 547,827 8 1,613,100 2 972,400	2 1,067,012 0 1,800,774 2 1,800,401	7 4.58 2 .71 4 1.21 9 1.21	9 2,774 2 2,556 9 2,244 4 2,900 3 3,216 3 3,426	1,287,576 4 349,636 0 240,256 8 504,578	5.256 8 .873 5 1.381	66 5 64 76 8 84
MOUNTAIN Arizona. Colorado Idaho. Montana Nevada Nevada Vecto Utah Wyoming.	1,067.3 473.3 470.3 130.6 490.6 583.4 235.7	3 .447 3 .838 3 .372 3 .369 5 .103 0 .385 4 .458 7 .185	3,436.6 7 161.3 319.1 137.1 144.4 42.1 129.1 160.7 70.2	7 276,049 77 611,221 275,521 8 119,644 0 196,331 327,751 162,081	5 7.714 5 .401 9 .887 0 .401 0 .469 2 .174 6 .285 9 .476 7 .235	67,444 148,422 62,080 72,387 26,805 47,761 77,580 35,689	777,325 42,890 5 116,935 7 37,475 7 37,185 5 12,451 25,381 60,200 13,461	355,985 18,110 37,301 23,624 26,490 4,700 14,432 15,504 10,812	277,06: 13,49 32,88 10,07 10,54 4,76 9,41 14,38 7,62	3 7,000,333 66 193,04 716,97 193,75 4 222,94 18 52,73 4 121,12 166 438,94 70,50	3 10,773,144 4 583,90 2 1,180,08 509,43 3 582,74 7 228,41 4 370,40 650,65 8 266,17	7 .39 16 .79 10 .39 10 .39 10 .39 10 .43 10 .43 10 .17	9 3,134 14 3,61 15 3,69 13 3,70 13 4,04 12 5,29 19 2,87 19 4,04 78 3,78	1 124,11: 1 340,95: 1 259,44 7 250,08: 0 28,60 1 103,25: 4 116,16: 8 99,03	3 7.876 3 .407 1 .837 0 .366 9 .417 6 .146 5 .287 3 .45 3 .19	7 91 1 99 6 98 1 111 9 145 7 78 4 99 7 106
PACIFIC California Oregon Washington	7,881.1 1,173.2 1,905.1	2 .922 5 1.497	2 2,639. 2 396. 7 640.	0 5,880,48 0 879,75 9 1,500,64	8.511 3 1.278 4 2.180	1,580,967 240,419 405,87	7 820,310 9 167,290 5 255,690	297,574 38,328 56,439	231,37 33,10 45,54	76 8,317,18 13 1,038,91 12 2,012,37	3 13,100,85 0 1,746,80 0 2,960,67	57 8.82 08 1.17 70 1.96	28 4,96 77 4,15 95 4,62	289,34 20 472,97	8,20 3 1,15 9 1,95	6 13 6 12 1 13
U. S. TOTAL (Mainland);.	10,960.0 127,303.1 500.0	7		8 68,850,69	5	18,742,40	2 10,897,690		2,884,41	21 11,388,43 12 103,006,84		57	. 4.06	21,219,59		3 10

# ...In 1943-Maine's Leader...

# NOW.. NEW ENGLAND'S LARGEST MORNING NEWSPAPER

Published Outside of Boston

SMALL, BREWER & KENT, REPS.

The Bangor Daily News

BANGOR MAINE

### New England States—City Data

MAINE - City Data

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		LOC	IVIL ILATIO AL ES 1-1944		RETAIL SALES—1944  SMD ESTIMATE								EFFECT	SKI		INCOM		44
CITY	COUNTY	Total (in	%	% of	Dollars	%	%		UR STOR			Whole- sale Sales 1944	Dollars	%	% of	Pe	er Capit	a
		thou- sands)	of		A. thousands) State U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in of		U.S.A.	Dol-	Ratio to State	Ratio to U.S.A.		
Auburn (see also																	-	
Lewiston)	Androscoggin	20.5	2.62		9,050 13,945		.013	3,554 4,220	65 794	177	229 485	6,805	23,974 24,350			1,169	107	100
Bangor	Penobscot	30.0	3.84	.024	32,092	-	.020	8,485		650	1,385	38,357			.044	2,153	198	184
Bath	Sagadahoc	10.21	1.30		7,694		.011	2,879		319	1,300	30,307	12,663	1.49	1		114	
Biddeford	York	19.8						4,493		657	356	6,108				1,151	106	99
Lewiston	Androscoggin	45.3	5.79	.035	30,780	6.70	.045	8,628	6,288	1,330	652	18,510	52,304	6.14	.035	1,155	106	99
Portland	Cumberland	85.0	10.87	.067	88,577	19.30	.129	23,525	15,407	3,171	3,815	117,965	155,392	18.25	.105	1,828	168	157
Rockland	Knox	8.9	1.14	.007	8,831	1.92	.013	2,607	1,011	312	219	8,798	14,420	1.70	.010	1,620	149	139
Waterville	Kennebec	16.7	2.14	.013	15,085	3.29	.022	4,048	3,100	949	429	8,560	24,107	2.83	.016	1,444	133	124
TOTAL ABOVE C	TIES	258.2	33.01	.203	219,567	47.83	.319	62,437	35,992	7,565	7,570	203,103	394,584	46.35	.266	1,528	140	131
STATE TOTAL		782.2		.614	459,050		.667	145,890	49,524	21,624	12,582	318,052	851,383		.573	1.088		93

For Maine County figures, see page 167.

### NEW HAMPSHIRE - City Data

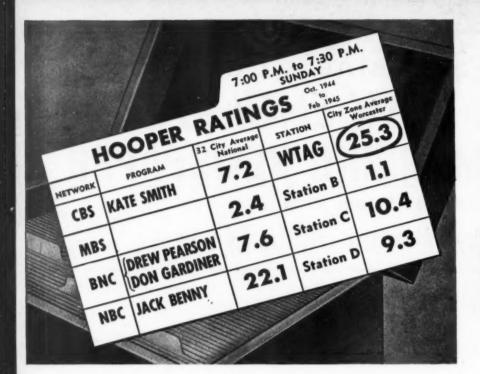
Berlin	Coos	16.0	3.53	.013	8,159	3.24	.012	2,770	899	378	271	2,871	14,760	3.41	.010	923	97	79
Claremont	Sultivan	14.0	3.09	.011	7.640	3.03	.011	1,783	1,464	438	253	1,945	12,221	2.83	.009	873	92	75
Concord	Merrimack	26.2	5.78	.021	17,876	7.10	.026	6,815	2.642	1,321	871	5,061	28,725	6.65	.019	1.096	115	94
Dover	Strafford	15.0	3.31	.012	10,467	4.15	.015	2,444	1,277	1,552	284	2,122	16,081	3.72	.011	1.072	112	92
Keene	Cheshire	13.8†	3.04	.011	10,690	4.24	.015	2,380	1,488	816	277	4,711	16,577	3.84	.011	1,201	126	103
Laconia	Beiknap	14.5	3.20	.011	8,841	3.51	.013	2,478	1,075		242	2,080	13,337	3.09	.009	920	97	79
Lebanon	Grafton	8.3	1.83	.006	5.712	2.27	.008	1,311	625	465	228		8,715	2.02	.005	1.050	110	90
Manchester	Hillsborough	77.0	16.99	.060	53,015	21.05	.077	24,380	5,850	2,365	1,512	39.623	87,466	20.24	.059	1,136	119	97
Nashua	Hillsborough	32.0	7.06	.025	18,973	7.53	.028	7,678	2,242	466	528	5,162	31,314	7.25	.021	979	103	84
Portsmouth	Rockingham	20.1	4.43	.016	13,530	5.37	.020	4,805	1,730	640	409	4,733	19,227	4.45	.013	957	100	82
Rochester	Strafford	12.5	2.76	.010	7,162	2.84	.010	2,166	795	488	. 123	722	10,482	2.42	.007	839	88	72
TOTAL ABOVE CI	TIES	249.4	55.02	.196	162,065	64.33	.235	59,010	20,087	8,929	4,998	89,050	258,905	59.92	.174	1,038	109	89
STATE TOTAL		453.3	-	.356	251,923		.366	78,381	23,733	13,785	8,674	104,409	432,112		.291	953		82

† 1940 Census. † 1942 Estimate.

\*Withheld to avoid disclosure.

For New Hampshire County figures, see page 172.
Before using these figures, see explanation page 17.

Help, please! One-fourth of all questions about the Survey of Buying Power wouldn't have to be asked if readers had read the explanations starting on page 17.



# from WTAG's High Hoopers

There are many more such high WTAG Hoopers to show the advantages of covering Central New England from the INSIDE. Watch for them.

PAUL H. RAYMER CO. National Sales Representatives,

**WTAG** 

WTAG-7/M

WORCESTE

580 KC

BASIC

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

5000 Watts

VERMONT — City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		LOC	IVIL JLATIO AL ES 1-1944	T.			RETA	IL SALE	S-1944 IMATE		EFFECT	SW.		INCO		44		
CITY	COUNTY	Total (in	%	%	Dollars % % (in thousands of dollars)  State U.S.A. Food General Bidg Drug				Whole- sale Sales 1944	Dollars	%	% of	P	er Capi	ta			
		thou- sands)						Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of	U.S.A.	Doi-	to	Ratio to U.S.A.
Barre	Washington	10.5	3.32	.008	11,519	5.90	.017	2,928	1,490	652	263	4,305	14,359	4.38	.010	1,368	132	117
Bennington	Bennington	11.3	3.58		7,310	3.74	.011	2,152	629	256	327	1,761		2.95	.007	857	83	73
Brattleboro	Windham	11.0	3.48	.009	9,942	5.09	.014	2,519	1,616	445	309	7,562		3.73	.008	1,111	107	90
Burlington	Chittenden	27.7	8.76	.022	28,544	14.62	.041	6,422	6,005	1,404	920	26,409	38,340	11.69	.026	1,384	133	119
Montpelier	Washington	7.0	2.22	.005	7,547	3.87	.011	2,099	575	385	240	4,654	10,592	3.23	.007	1,513	146	130
Rutland	Rutland	16.1	5.09	.013	18,448	9.45	.027	4,315	3,235	646		12,903	23,078	7.04	.015	1,433	138	
St. Albans	Franklin	8.01	2.53	.006	7,526	3.85	.011	2,064	751	655	298	3,433	10,592	3.23	.007	1,324	128	113
So Johnsbury	Caledonia	9.1	2.88	.007	8,706	4.46	.013	2,108	745	272	270	6,426	10,442	3.18	.007	1,147	111	91
TOTAL ABOVE CI	TIES	100.7	31.86	.079	99,542	50.98	.145	24,607	15,046	4,695	2,627	67,453	129,299	39.43	.087	1,284	124	116
STATE TOTAL		316.1		.248	195,260		.283	56,955	19,634	9,463	6,260	105,468	327,912		.221	1,037		89

For Vermont County figures, see page 168.

### MASSACHUSETTS — City Data

Arlington	Middlesex	40.0† 11.2‡		.031	13,856 11,910	.54	.020	6,129 2,218	729 720	715 368	1,022	1,400	30,797 17,377		.020		57 116	66 133 97
Attieboro	Bristol	22.1 8.3†	.54	.017	10,231 9,169	.40	.015	2,588	598 703	723 338	196 448	1,305	24,980 10,829	.46	.017		84 97	112
Belmont	Middlesex	26.8†	.66	.021	8,111	.32	.012	4,852	232	216	1,004		18,781	.34	.013	701	52	60
Beverly	Essex	25.5†	.62	.020	12,881	.50	.019	4,359	.923	487	631	3,903	26,026	.48	.018	1,021	76	88
Boston	Suffolk	794.6	19.41	.624	690,055	26.94	1.002	145,867	196,035	19.655	27.397	2,828,749	1,200,773	21.92	.809	1.511	113	130

<sup>† 1940</sup> Census. 11942 Estimate.

<sup>\*</sup>Withheld to avoid disclosure.

Before using these figures, see explanation page 17.



FOR EVERY MANSION ...

# Amillion homes!

WHEN you're selling Boston, forget the "Late George Apleys" and Beacon Hill! The overwhelming strength of the Boston market lies in the great mass of families with incomes of less than \$5,000 yearly. They represent over 92% of the 745,347 families in the entire area! They do 88% of the total retail buying! Here's the real Boston market . . . sell them and you sell Boston. The Record-American and Sunday Advertiser blanket this group as no other Boston paper can hope to. Yes, the Record-American gives you over 500,000 daily circulation... with nearly 75% of its impact concentrated directly on this great mass-buying group (with a like proportion of nearly 600,000 Sunday Advertisers). It's the hardest hitting sales force in the entire Boston market . . . because it leads where sales are made!



SELL THE "MARKET OF THE MILLIONS.."

REPRESENTED BY HEARST ADVERTISING SERVICE

### HOW MASS-IVE IS THE BOSTON MASS MARKET?

The population of the Boston 30-mile area is 2,890,204. This is 67% of the total population of Massachusetts and 34% of all of the entire New England population. Annual retail sales total \$1,189,521,000, the highest per capita of any city in the United States. This is a market worth selling...the market dominated by the Boston Record-American and Sunday Advertiser coverage!

**RECORD-AMERICAN** 

SUNDAY ADVERTISER

# Profitable Selling Starts In The \*CITY ZONE— where 109.132 people spend annually \$59.452.000

where 109,132 people spend annually \$59,452,000 in retail sales.

### HOLYOKE TRANSCRIPT-TELEGRAM

Over 22,000 Evenings Except Sunday - Holyoke, Mass.

MASSACHUSETTS — City Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

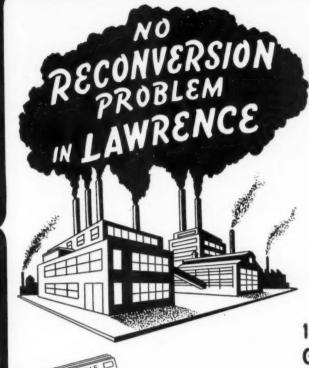
		LOC	IVIL ILATIO AL ES 1-1944				RETA	IL SALE	S-1944 TIMATE				EFFECT		UYING EST			44
CITY	COUNTY	Total (in	%	%	Dollars	%	% of			E GROUF		Whole- sale Sales 1944	Dollars	% of	% of	Pe	er Capit	ta
*		sands)			(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of State	U.S.A.	Del-	Ratio to State	Ratio to U.S.A.
Breckton	Plymouth	57.0	1.39	.045	44,255	1.73	.064	11,425	5,122	1,239	1,349	21,952	64,699	1.18	.044	1,135	85	97
Brookline	Norfolk	50.0	1,22	.039	30,033		.044	8,969	717	581	1,649	11,250	85,921	1.58	.059	1,718	128	147
Cambridge	Middlesex	109.0	2.66	.086	69,280		.101	21,452		3,374	3,289	105,075		3.27	.121	1,643	123	141
Cheisea	Suffolk	42.0	1.03	.033	22,159	.87	.032	7.715			849	46,750	,	.94	.034	1,247	93	107
Chicopee	Hampden	41.71	1.02	.033	13,597	.53		5.841	287	507	344	3,400	29,858	.54	.020	716	53	61
Clinton	Worcester	11.4	.28	.009	11,627	.45		2.797	679	220	409	0,400	16,978	.31	.011	1,489	111	128
Dedham	Norfolk	15.5†	.38	.012	5,759	.22		2,797	242	220	390	*******		.25		880	66	75
	Middlesex	48.8	1.14	.037	13,518				1.226	332	1,096	10 000	13,640					
Everett	PV11GGIesex	40.8	1.14	.037	13,518	.53	.020	5,746	1,226	332	1,096	18,860	42,570	.78	.029	910	68	78
Fall River	Bristol	115.8	2.83	.091	61,625	2.41	.090	20,295	7,451	2,412	2,262	56,390	146,462	2.67	.098	1,128	75	86
Fitchburg	Worcester	43.11	1.05	.034	35,798			9,644	3,743	1,800	2,338	23,235		.96	.038	1,241	93	106
Framingham	Middlesex	25.0	.61	.020	15,883			4,980		698	799	6,040		.57	.021	1,252	93	107
Gardner		19.3	.47	.015				3,665		549	806	2,413		.45		1,262	94	108
Gloucester	Essex	23.9	.58	.019	11,600			4,097	849	363	471	2,565		20.77			76	88
Caloucester	E-500X	23.9	, 36	.019	11,000	.40	.017	4,007	048	303	4/1	2,363	24,495	.45	.017	1,025	10	00
Greenfield	Franklin	17.5	.43	.014	14,876	.58	.022	3,937	1,823	381	463	6,320	21,172	.39	.014	1,210	90	104
Haverhill	Essex	43.5	1.06	.034	24,460	.95	.035	8,369	2,945	1,655	770	13,050	54,094	.99	.036	1,244	93	107
Holyoke	Hampden	58.01	1.42	.046	37,800	1.48	.055	11,822	4,102	1,260	1,581	26,650	84,824	1.55	.057	1,462	109	125
Lawrence		80.61	1.97	.063	50,686	1.98	.074	14,472	5,491	1.319	2,257	27,775	89,734	1.64	.060	1,113	83	95
Leominster		22.21	.54	.017	12,739	.50	.019	4,050	884	310	617	1,500		.47	.017	1,170	87	100
Lowell	Middlesex	101.4	2,48	.080	59,396	2.32	.088	22,545	8,878	1,903	2,070	23,560	139,718	2.54	.093	1,378	103	118
	-	102.0	2.49		,			20,662		2,124	2,653	24,136			.075		82	
Lynn													,				96	
Malden		58.8	1.44				1	12,131	1	1,612	1,784	10,500			.052	- 6		
Mariborough		13.7	.33					2,809		200	279	1,905		.36			104	
Medford	. Middlesex	65.0	1.59	.051	21,291	.83	.031	9,194	663	1,230	1,282	860	60,099	1.10	.040	925	69	79
Melrose	Middlesex	25.0	.61	.020	8,449	.33	.012	3,959	431	399	520		21,285	.39	.014	851	64	73
Middleborough		9.21	.22	.007	5,772	.23	.006	1,550	367	254	178	1,603	10,249	.19	.007	1.114	83	95
Milford		14.21	.38	.011	12,478	.49	.018	2,604	730	640	518	760		1		1,266	95	108
Natick			.34					2,171	1		372		12,250				65	
Needham											358	745					68	
New Bedford		115.1				1			1	-,	3,290						93	
Newburyport		13.9						3,138		1	193			.33				
Newton		72.0								.,	2,397						95	
North Adams								3,555			426	11,54			.017	1,113	83	
Northampton	. Hampshire	24.8	.61	.019	18,981	.63	.023	4,298	1,552	598	544	5,812	27,722	.51	.019	1,118	83	9
Narwood	Norfolk	15.3	.37	.012	8,714	.34	.013	3,180	556	411	454	1.72	13,750	.25	,009	899	67	7
Peabody		21.7	.53								588							
		53.1	1.30								946		,					
Pittsfield				1														
Plymouth			4	1							216			1	1		-	
Quincy	. Norfolk	79.8	1.9	.063	47,92	1.87	.070	16,996	4,760	2,677	2,159	20,03	85,258	1.50	.057	1,068	80	1 8

<sup>† 1940</sup> Census. † 1942 Estimate,

<sup>\*</sup> Industrial Center that lends itself 'to easy leg-work irrespective of gasoline rations. Above figures are new returns as compiled from Sales Management's Special Survey of Holyoke City Zone. (Holyoke — \$37,800,000; Chicopee — \$13,597,000; The Hadleys — \$8,055,152). Quickly reached by Holyoke Street Railway Co. facilities at a low local fare for each ride. No parking problems — just lots of results in fast time. That's what makes Holyoke such a successful trading center.

<sup>\*</sup>Withheld to avoid disclosure.

Before using these figures, see explanation page 17.



Thru the EAGLE-TRIBUNE hundreds of national advertisers reach Lawrence, the Capital of the Worsted Textile Industry in America. Busy filling war orders now, Lawrence will be busy filling peacetime orders after Victory. Lawrence is a stable market that faces no reconversion problems. Sell this market thru the EAGLE-TRIBUNE combination, Lawrence's only daily newspapers, read in 95 out of 100 homes. Net paid circulation over 35,000. The EAGLE ranked 39th in general advertising among morning newspapers in Media Records, February Report.

124,849 People in the Greater Lawrence Market





# FALL RIVER

4th LARGEST CITY **MASSACHUSETTS** 

One of the "High Spots" S146,402,000 (Sales Management)

of Itigh Spots "Produstrial of Italy and Italy an

A Compact, Urban Market Completely Covered by One Newspaper.

### FALL RIVER HERALD NEWS

National Representatives

KELLY-SMITH COMPANY

New York,

Philadelphia,

Chicago,

Detroit, -

Boston,

Atlanta,

San Francisco

NEW BEDFORD \* \* \*

# TH MARKET in MASSACHUSETTS

POPULATION (City Zone) . . . 115,000 BUYING INCOME . . . . \$143,425,000 RETAIL SALES . . . . . . . . 65,058,000 FOOD SALES . . . . . . . . 21,265,000 GENERAL MDSE. SALES . 8,550,000 DRUG SALES . . . . . . . . 3,290,000

Figures furnished by SM, 1945

# The Standard-Times

National Representatives-GILMAN, NICOLL & RUTHMAN

MASSACHUSETTS — City Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		POPL	IVIL JLATIO AL ES 1-1944				RETA	IL SALE	S-1944 IMATE				EFFECT	SX.		INCO		44
CITY	COUNTY	Total (in	%	% of	Dollars	%	% of			RE GROU		Whele- sale Sales 1944	Dollars	%	% of	Pe	er Capit	a
		thou- sands)			(in thousands)		U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of	u.S.A.	Dol-	Ratio to State	Ratio to U.S.A.
Revere	Suffolk	34.41	.84	.027	12,792	.50	.019	4,493	396		630	11,420	30,912	.55	.020	899	67	77
Salem	Essex	37.61	.92	.030	27,911	1.09	.041	8,020	4,842	496	1,316	18,650	44,398	.81	.030	1,181	88	101
Somerville	Middlesex	102.21	2.50	.080	39,540	1.54	.057	17,621	3,314	798	2,063	31,465	103,921	1.90	.070	1,017	76	87
Southbridge	Worcester	18.0	.44	.014	8,030	.32	.011	3,664	884	731	464	950	21,372	.39	.014	1,187	89	102
Springfield	Hamaden	150.1	3.67	.118	147,330	5.75	.214	38,695	26,844	6,115	6,235	135,953	265,410	4.83	.179	1,768	132	152
Taunton	Bristol	37.9	.93	.030	19,000	.74	.028	4,406	1,169	1,469	423	6,100	40,679	.74	.027	1,073	80	92
Wakefield	Middlesex	16.2	.40	.013	8,449	.33	.012	2,171	563	150	334	650	18,781	.34	.013	1,159	87	99
Waltham	Middlesex	42.0	1.03	.033	31,090	1.21	.045	8,683	6,397	2,011	1,319	7,500	59,595	1.08	.039	1,419	106	122
Watertown	Middlesex	35.4	.86	.028	18,587	.73	.027	8,172	530	2,161	576	20,035	36,310	.66	.024	1,026	77	88
Webster	Worcester	12.5	.31	.010	5,784	.16	.008	2,507	833	158	445	1,300	15,180	.28	.010	1,214	91	104
Wellesley	Norfolk	16.0	.39	.013	- 11,515	.45	.017	2,503	362	758	589		22,304	.41	.015	1,394	104	119
Westfield	Hampden	19.0	.46	.015	13,272	.52	.019	4,128	423	310	252	1,850	26,088	.48	.018	1,373	103	118
West Springfield	Hampden	17.1	.42	.013	9,294	.36	.013	2,354		116	119	1,275	19,452	.36	.013	1,138	85	98
Weymouth	Norfolk	27.0	.66	.021	8,247	.32	.012	2,815	258	630	470		19,092	.35	.013	707	53	61
Weburn	Middlesex	15.0	.37	.012	9,801	.38	.014	3,703	829	499	448	450	20,789	.38	.014	1,386	104	118
Worcester	Worcester	195.0	4.76	.153	147,197	5.75	.214	44,167	28,022	6,957	5,024	125,911	285,460	5.21	.193	1,464	109	128
TOTAL ABOVE CI	TIES	3,372.7	82.40	2.649	2,235,302	87.27	3.245	640,471	374,037	83,335	94,876	3,745,921	4,374,001	79.83	2.947	1,297	97	111
STATE TOTAL		4,093.1		3.215	2,561,270		3.720	777,956	382,115	101,038	108,610	3,862,300	5,478,901		3.692	1,339		115

† 1940 Census. ‡ 1942 Estimate.

50,326 sunday 39,795

\*Withheld to avoid disclosure.

For Massachusetts County figures, see page 172. Before using these figures, see explanation page 17.

### COPYRIGHT

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# Pullman to Spend \$1,250,000 Here

Modernization Program Will Speed Output
Of Trolley Goaches Stree Cars and Anthied Coff Street

Will Speed Output

Will Speed Output

Will Speed Output

Of Trolley Goaches Street Cars and Anthied Coff Street

Will Speed Output

Will Speed Output

Of Trolley Goaches Street Cars and Anthied Coff Street

Will Speed Output

Will Speed Output

Of Trolley Goaches Street Cars and Anthied Coff Street

Will Speed Output

Will Speed Outpu

ices are real indices where the one controls

Here's a Worcester industry ready to take a million-and-a-quarter step to assure postwar stability in terms of trolley coaches, street cars and railroad passenger carrying equipment. Management labels the project "a large contribution to the national economy of Worcester in relieving the lag in produc-

Blanket coverage of this market is available with the Telegram-Gazette's circulation: over 130,000 Daily, and 80,000 Sunday. City Zone Population 235,125. City and

Retail Trade Zones 440,770.

almost certainly occur between cessation of war and resumption of what is believed to be large scale, peace time business. Thus it will aid in assuring continued employment to those now employed and also aid the ability of the company to offer more prompt employment to returning servicemen."

Remember this is sound evidence — and added evidence — of Worcester's continuance as a major market at current war production levels.

# THE TELEGRAM - GAZETTE WORCESTER, MASSACHUSETTS

GEORGE F. BOOTH Publisher-

PAUL BLOCK and ASSOCIATES, NATIONAL REPRESENTATIVES

OWNERS of RADIO STATION WTAG

\$55,605,000 Retail Sales \$41,957,000 Wholesale Sales in 1944 makes

# STAMFORD, CONNECTICUT

With a City and Trading Population of 112,167,
A MARKET NO NATIONAL ADVERTISER SHOULD OVERLOOK

# STAMFORD ADVOCATE

**EVENING ONLY** 

OVER 18,000 NET PAID - A. B. C.

CONNECTICUT — City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		POPU	IVIL JLATIO AL ES 1-1944	ON T.			RETA	IL SALE	S-1944 IMATE				EFFECT		YING			4
CITY	COUNTY	Total (in	%	% of	Dollars	%	% of			E GROU		Whole- sale Sales 1944	Dollars	% of	%	Pe	or Capit	ta
		thou- sands)	of		(in thousands)	of	U.S.A.	Feed	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of State	U.S.A.	Del-	Ratio to State	Ratio to U.S.A.
Ansonia	New Haven	19.2	1.10	.015	13,161	93	.019	4,173	848	368	426	2,893	23,551	.80	.016	1,225	73	105
Bridgeport	Fairfield	180.0	10.29	.141	150,436	10.63	.218	39,144	26,503	4.518	5,120	122,423	310,526	10.48	.208		102	147
Bristol	Hartford	40.0	2.29	.031	20,221	1.43	.029	6,472	2,029	690	683	394	45,328	1.54			61	88
Danbury	Fairfield	28.1	1.61	.022	31,108	2.20	.045	8,719	4,830	871	1,179	9,915		1.21	.024		75	107
Derby	New Haven	11.5	.66	.009	8,707	.62	.013	1,751	1,249	513	340	2,874		.47	.009	1,205	72	103
Greenwich (Town)	Fairfield	34.0	1.94	.027	35,118	2.48	.051	9,104	1,337	1,570	1,374		84,750	2.88	.057	2,485	148	213
Hartford	Hartford	190.0	10.87	.149	237,947	16.81	.346	54,506	57,597	8.045	8.753	266,686	425,088	14.44	.287	2,235	133	
Manchester	Hartford	32.0	1.83	.025	19,076		.028	5,422	2,053	1,340	515		34,393			1,066	63	92
Meriden	New Haven	43.0	2.48	.034	32,968		.048	9,664	3,511	1,186	913	8,391	57,772	1.96	.039		80	
Middletown	Middlesex	27.2	1.55		23,142		.034	5,042			903	9,292			.021	1,186	70	
Naugatuck	New Haven	16.0	.92	.013	9,496	.67	.014	2,996	569	339	436		20,823	.71	.014	1,145	68	96
New Britain	Hartford	77.5	4.43	.061	50,822	3.59	.074	13,164	6,664	1,565	1,673	15,230		3.25	.065			106
New Haven	New Haven	177.6	10.16	.140	160,517	11.34	.233	35,055	21,507	4,526	6,584	273,583				1.768		
New London	New London	32.0	1.83	.025	37,551		.054	10,166	5.184	1,962	1,251	16,715		1.88		1,734	103	
Norwalk	Fairfield	43.0	2.46	.034	38,806	2.74	.056	10,718			1,013	10,778		2.21		1,511	90	
Norwich	New London	33.8	1.93	.027	28,766	2.03	.042	8,634	3,555	552	749	25,480	40,441	1.37	.027	1,137	68	98
Stamford	Fairfield	62.03	3.54	.049	55,605	3.93	.081	15,952	5,254		1,881	41.957		3.54	.070		100	144
Torrington	Litchfield	26.7	1.53	.021	21,445	1.52	.031	6,198			739	7,760		1.08	.021	1,159		
Wallingford	New Haven	15.2	.87		9,364			3,363			278		16,906	.51	.010		58	84
Waterbury	New Haven		6.18				.118	22,213			3,691	48,663			.135		-	
Willimantic	Windham	12.1			15,462		.022	3,377	1,295		363	6,897		.68	.013		98	141
TOTAL ABOVE CI	TIES	1,208.9	69.14	.950	1,081,281	76.39	1.570	273,833	166,571	37,041	38,864	869,929	2,037,377	69.10	1.371	1,685	100	148
STATE TOTAL		1.748.5		1.374	1,415,432		2.058	305 485	181 557	55.330	. B3 310	957 994	2,943,840		1.984	1 694		144

For Connecticut County figues, see page 180.

### RHODE ISLAND — City Data

				_														
	1			1	1	1	1	1	1	I				1	1	1	I	
Central Falls	Providence	25.2†	3.63	.020	7,390	1.44	.011	4,724	212	142	597	5,065	22,603	2.25	.015	897	62	77
Cranston	Providence	50.0	7.20	.039	14,491	2.82	.021	7,072	235	924	965	2,711	57,361	5.71	.039	1,147	79	98
East Providence	Providence	32.2	4.64	.025	13,038	2.54	.019	6,848	275	470	762	37,778	40,555	4.04	.027	1,259	87	108
Newport	Newport	41.0	5.90	.032	20,419	3.97	.030	9,065	2,139	569	1,015	10,152	35,498	3.53	.024	866	60	74
Pawtucket	Providence	78.0	11.23	.061	55,725	10.84	.081	16,887	6,137	3,241	3,003	19,507	107,438	10.69	.072	1,377	95	118
Providence	Providence	237.6	34.21	.187	280,286	50.63	.378	65,359	58,753	8,913	10,860	404,319	450,970	44.87	.304	1,898	131	163
Warwick	Kent	28.8†	4.14	.023	8,807	1.71	.012	3,614	170	531	323	265	23,989	2.39	.016	833	58	71
Westerly	Washington	11.0	1.58	.009	10,655	2.07	.015	3,726	1,820	438	582	725	16,698	1.66	.011	1,518	105	130

† 1940 Census. † 1942 Estimate. \*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

# Greenwich, Conn.

### The Brightest Market in New England

In Per Capita Purchasing Power

Population: 34,000 — Estimated Annual Buying Power: \$84,750,000.

### GREENWICH IS "NO BOOM TOWN"

Unaffected by changing economic conditions brought about by wars or depressions—Greenwich offers the Sales Manager a concentrated market where sales opportunities increase in proportion to the quality of his product—where year in and year out money is available to be spent—where sales costs are low—where quantity purchases per family top all other New England markets.

Greenwich's everyday per capita income is so high that even war time boom cities haven't equalled it yet—a permanent position at the top of the per capita income chart.

### GREENWICH, CONN., a Sales Manager's Market

			Greenwich
	U. S.		Tops U. S.
Per Capita Income and Sales	Average	Greenwich	Average by:
Effective Buying Income	\$1,165	\$2,485	113%
Retail Sales	540	1,033	91%
Food Sales	147	268	82%
Lumber Building Hardware	27	46	70%
Drug Store Sales	22	40	82%

Source: 1945 Sales Management Survey of Buying Power

Greenwich, Conn. - ALWAYS A TOP MARKET FOR YOUR PRODUCT

THE KEY TO THIS MARKET IS

## GREENWICH TIME

AN A.B.C. NEWSPAPER

Often Called: "The Best Suburban Daily Newspaper In America"

Nationally Represented by:

SMALL, BREWER and KENT, Inc., New York, Chicago and Boston

# THE OTHER HALF

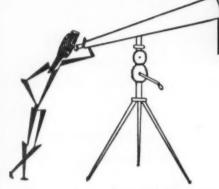
Certainly Rhode Island is a top state by all accepted measurements -with high income and retail sales per family—but it's only half of the WJAR market. Five counties in Massachusetts and one in Connecticut provide the other half and swell the sales totals of the WJAR advertiser proportionately. matter what state the WJAR listeners live in, your chances of reaching them are better when you tell them-sell them via WIAR.

### WJAR DAYTIME LISTENING AREA

R. I. MASS. CONN. TOTAL	Population 694,500 938,200 27,000 1,659,700	Families 198,000 264,662 7,950 470,612	Retail Sales \$514,106,000 \$508,010,000 \$19,950,000 \$1,042,066,000	Income \$1,005,052,000 \$1,139,987,000 \$31,500,000 \$2,176,539,000	\$4,307 \$3,978
			, , , , , , , , , , , , , , , , , , , ,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	**,340

### WJAR NIGHTTIME LISTENING AREA

R. I.	Population 625,000	Families 178,000	Retail Sales \$462,695,400	Income \$904,546,800	Per Family \$5,076
MASS.	517,350	144,300	\$287,009,000	\$621,413,500	\$4,306
TOTAL	1,142,350	399,300	\$749,704,400	\$1,525,960,300	\$4,733



PROVIDENCE, RHODE ISLAND BASIC NBC NETWORK

NATIONAL REPRESENTATIVES: WEED & CO. NEW YORK—CHICAGO—DETROIT—SAN FRANCISCO—HOLLYWOOD

### RHODE ISLAND — City Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	,	POPI	CIVIL ULATI AL ES	ESTIMATE · Whole-										INCOF		144		
CITY	COUNTY	i Total	%	%	Dollars	(in of of				E GROUI		Whole- sale Sales 1944	Dollars	%	%	P	er Capi	ita
		thou- sands)	of	of	(in thousands)	of	of	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of	U.S.A.	Do I-	Ratio to State	Ratio to U.S.A.
West Warwick Weensecket	Kent Providence	18.2† 48.0	2.62					4,183 13,930		638 1,500	484 1,930	33,248	19,746 67,802					
TOTAL ABOVE CI	TIES	570.0	82.07	.448	439,503	85.49	.638	135,408	75,880	17,364	20,521	513,768	842,658	83.84	.568	1,478	102	127
STATE TOTAL		694.5		.546	514,106		.747	160, 95	78,533	20,972	22,983	526.048	1,005,052		.677	1,447		124

### EVERYTHING IS UP IN WOONSOCKET

Savings banks reported an increase of over \$1,000,000.00 in deposits. socket had the highest percentage of Income Tax Returns in Rhode Island. Industrial Payrolls — \$31,939,489.00 — an increase of 59% over 1939 levels.

### BUYING POWER IS HIGH

Effective Buying Income per Capita, \$1413 — 13% higher than in 1943 Ratio to U. S., 121

Retail Sales, \$37,668,000.00 — an increase of 15% over 1943

### YES, EVERYTHING IS UP IN WOONSOCKET

WOONSOCKET CALL Circ.—A.B.C. 9/30/44 — 21,480 96% City Zone Coverage 71% Retail Trading Zone Coverage Rate 7 Cents per line
Represented by GILMAN, NICOLL & RUTHMAN

"Gus, look! A copy of

The Buffalo Evening News\*!

Now we can find out what
happened to Li'l Abner!"

\* Everybody loves the comics! And The Buffalo
Evening News gives 250,000 Western New York
Evening News gives 250,000 Western New York
families a generous supply of the most popular comics every day. For sheer humor there's
lar comics every day. For sheer humor there's
Li'l Abner, Blondie, Mr. and Mrs., and Hatlo's
Li'l Abner, Blondie, Mr. and Mrs., and Hatlo's
They'll Do It Every Time. For adventure, there's
Buz Sawyer, Mandrake, Batman and Flying
Heny. For homespun philosophy and narrative,
there's Abbie and Slats, Skeezix, Annie Rooney,
and Dixie Dugan. These popular comics and
their faithful readers are part of the reason
why advertisers, before newsprint rationing,
why advertisers, before newsprint rationing,
placed more advertising linage in the News
placed more advertising linage in the News
big paper in a big market!



### Middle Atlantic States—City Data

NEW YORK - City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		POPU	ULATION IN THE STATE OF THE STA	T.			RETA	-	S-1944 TIMATE				EFFECT	SM		INCOM		14
CITY	COUNTY	Total (in	% of	%	Dollars	%	%		UR STOF			Whole- sale Sales 1944	Dollars	%	% of	Pe	r Capi	ta
		thou- sands)	of State	of	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of State	U.S.A.	Dol-	Ratio to State	Ratio to U.S.A.
Albany	Albany	130.6	1.05				.132	22,627	36,516		2,820			1.03			97	122
Amsterdam	Montgomery	29.0	.23		18,300		.027	5,837	2,573		831	9,262		.19		1,201	82	103
Auburn	Cayuga	38.7	.31	.030	21,450		.031	6,295	3,137	1,138				.23		1,103	75	95
Babylon	Suffolk	4.7†	.04	.004	5,250	.07	.008	1,950	116	450	166		6,633	.04	.004	1,411	96	121
Batavia	Genesee	17.6	.14	.014	12,763	.17	.019	3,026	2,208	1,125	408	5,390	21,186	.12	.014	1,204	82	103
Beacon	Dutchess	12.8	.10	.010	5,888	.08	.009	2,287	714	413	242		13,953	.08	.009	1,090	74	93
Binghamton	Broome	85.5	.89	.067	63,130	.84	.092	15,345	13,542	2,030	2,030	53,027	108,234	.59	.073	1,266	86	109
Bronxville	Westchester	7.5	.06	.006	6,750	.09	.010	2,999	249	325	684		11,000	.06	.007	1,467	100	120
Buffalo	Erie	603.0	4.85	.474	350,950	4.67	.510	102,495	84,040	12,252	11,284	684,742	734,817	4.03	.495	1,219	83	104

† 1940 Census.

Before using these figures, see explanation page 17.

# ONLY ONE NEWSPAPER SELLS BUFLOPOLE!



Only one newspaper sells BUFLOPOLE'S \$250,000,000 MARKET. One newspaper and only one—published in their own language—goes directly into the homes of over 200,000 hard-working, bond-buying patriotic Americans of Polish descent who have made BUFLOPOLE, New York State's 6th Largest Market.

EVERYBODY'S DAILY is the only newspaper that carries all the news of all the activities of these stalwart and industrious Polish Americans in the language they understand and know best. It is the newspaper that they depend upon to guide them in their daily living and buying habits.

## EVERYBODY'S DAILY

EVERYBODY'S BUILDING

BUFLOPOLE, N. Y.

National Representatives: SMALL, BREWER & KENT-New York-Chicago-Boston

NEW YORK — City Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	CIVIL POPULATION LOCAL EST. 1-1-1944			RETAIL SALES—1944 ESTIMATE								EFFECTIVE BUYING INCOME—1944 ESTIMATE					
		Total (in thou- sands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	FOUR STORE GROUPS (in thousands of dollars)			Whole- sale Sales 1944	Dollars	% of	% of	Per Capita			
								Food	General Mdse.	Lum Bidg Hdwre.	Drug .		(in thousands)	of State	U.S.A.	Dol-	Ratio to State	Ratio to U.S.A.
Canandaigua	Ontario	8.3	.07	.006	6,838	.09	.010	1,695	631	450	151	1,007	9,488	.05	.006	1.143	78	98
Cohoes	Albany	22.0	.18	.017	6,493	.09	.009	2,663	598	363	196	2,374	25,618	.14	.017	1,164	79	100
Corning	Steuben	17.5	.14	.014	9,525	.13		2,811	1,345	763	498	3,769	20,450	.11	.014		79	100
Cortland	Cortland	15.91	.13	.012		.17	.018	3,161	2,042	750	468	3,691	21,582	.12	.015		93	116
Dunkirk	Chautauqua	21.01	.17	.016	8,525	.11	.012	2,677	1.677	588	302	2,134	22,578	.12		1.075	73	92
Elmira	Chemung	46.8	.38	.037	48,402	.64	.070	12,027	7,723	1,754	1,932	29,982		.43	.053		115	145
Endicott	Broome	25.1	.20	.020	12,225	.16	.018	4.035	1.345	475	378	2,748	25,467	.14	.017	1.015	69	87
Fulton	Oswego	13.8	.11	.011	7,100	.09		1.937	1.079	763	168	5,152	,	.09	.011		79	99
Geneva	Ontario	13.11	.11	.010	10,600	.14	.015	3,134	1,481	788	393	5,184	19,533	.11	.013		102	128
Glen Cove	Nassau	13.2	.11	.010		.12		2,677	647	538	423	725	17,358	.10	.012		90	113
Glens Falls	Warren	27.0	.22		18,700	.25		4,788	3,486	1,113	680	7,691	28,849	.16	.020		73	92
Gloversville	Fulton	21.9	.18	.017	15,213	.20	.022	4.358	2,341	1,188	468	16.815	29,568	.16	.020	1.350	92	116
Hempstead Twap	Nassau	280.0	2.25	2000	220,064	2.93		76,200	16,171	13,925	8.593	6.917	474,230				116	145
Herkimer	Herkimer	9.61	.08	.007	6,988	.09		1,399	1.975	225	121		12,973	.07	.009	1,351	92	116
Hornell	Steuben	15.61	.13			.14		2,717	1,411	838	498	4,732			.014		91	115
Hudson	Columbia	10.0	.08			.11	.012	2,582	946	488	211	4,566					95	
Ithaca	Tompkins	20.5	.16	.016	18,538	.25	.027	4,855	2,789	1,150	695	5,600	31.845	.18	.021	1.553	106	133
Jamestown	Chautauqua	43.0	.35	.034	31,740	.42	.046	9,173	5,820	971	1,162	20,750	60,372	1		1,404	96	120
Johnson City	Broome	18.01	.14	.014		.10		2,529		88	332			.11			74	93
Johnstown	Fulton	10.9	.09	.008		.07	.008	1,802		288	166	3,940		.06			74	93
Kanmore	Erie	18.6	.15	.015			1	4,102	485	325	529	645	,	1			78	98
Kingston	Ulater	28.6	.23	.022	20,400	.27	.030	6,456	3,519	1,025	725	22,528	37,257	.20	.025	1,303	89	112
Lackawanna	Erio	24.11	.19	.019	6,638	.09		1,984	448	738	136							97
Larchmont	Westchester	6.0	.05	.005	5,738	.08	1	2,892	116	388	317		6,699				76	96
Little Falls	Herkimer	10.5	.08	.008		.08		1.614	631	425	196						75	94
Lockport		25.0	.20	.020		1	1	4,573	3,121	1,013	589	3,960						103
Long Beach	Nassau	9,1	.07	.007	5,925	.08	.009	3,147	349	238	468		10,923	.00	.007	1,200	82	103
Malone	Franklin	8.7						1,735	1,046		242					1,221	83	
Mamaroneck		13.0	.10	.010					382	1	287						88	110
Massena	St. Lawrence	14.0	.11			1			764	750	136							
Middletown	Orange	22.4			-,						740			1			1	10
Mineola	Nassau	11.0	.09	.009	7,988	.11	.012	2,623	186	688	227	14,220	13,926	.08	.009	1,296	86	
Mount Kisco		5.9	.08	.008		1		-,			121			1				110
Mount Vernon			.54					15,763			1,631							12
Newark			.08				1	1,345			121							8
Newburgh	Orange	32.8	.26	.026							710						91	11

<sup>† 1940</sup> Cersus. ‡ 1942 Estimate.

<sup>\*</sup>Withheld to avoid disclosure.



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#### YOUR SALES POTENTIAL

#### IN HEMPSTEAD TOWN

# HAS GROWN 27%

Last year's suit no longer fits. And last year's market plans no longer fit the Hempstead Town market—which has grown 27% in family purchasing power . . . from \$4657 to \$5929. This \$1272 gain per family invites a corresponding step-up of your sales and advertising efforts in this steadily expanding market.

The Nassau Daily Review-Star, pioneer daily in Hempstead Town and a prime factor in the development of the market, is an integral part of daily life in 38,215 families embracing more than 120,000 people. Circulation—85% home-delivered to the housewives—is at its highest peak in twenty-four years . . . and heading for new highs. Hempstead Town's family newspaper makes your advertising copy part of the daily reading habits of these prosperous families.

INÇOME PER FAMILY
HEMPSTEAD TOWN
\$5929

NASSAU COUNTY	\$5672
NEW YORK STATE	\$4988
U. S. A	\$4061



Published daily except Sunday—4c a copy

HEMPSTEAD TOWN, LONG ISLAND, N. Y.

Esseutive Offices: Rockville Centre, N. Y. - National Representatives: LORENZEN & THOMPSON, Inc., New York, Chicago, St. Louis, San Francisco

		POPU	JLATION AL ES	ON T.				SALE EST					EFFECT		UYING ES			44
CITY	COUNTY	Total (in	% of	%	Dollars	% of	% of			E GROUI		Whole- sale Sales 1944	Dollars	%	% of	Pe	er Capit	ta
		thou- sands)		u.S.A.	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of State	U.S.A.	Dol-	Ratio to State	Rati to U.S.
New Rochelle	Westchester	51.4	.41	.040	41.863	.56	.061	11,446	5,777	2,313	1,359	16,945	70,349	.39	.047	1,369	93	1
New York City	5 Countles	6.701.3	53.86	5.264	4,333,478	57.70	6,294		694,601	126,413	141,400	20586051	10,871,379	59.59	7.325	1,622	111	1
Niagara Falls	Niagara		.76	.074	56,832	.78	.083	17,086	10,557	3,624	2,132	0.000	134,643	.74	.091	1,432	98	1
No. Tonawanda	Niagara	22.4	.18	.017	8,700	.12	.013	4,358	415	1,275	220	4,763	23,916	.13	.016	1,068	73	
Nerwich	Chenange	8.5	.07	.007	6,925		.010	1,775	1,378	275	151	6,915	10,362	.06	.007	1,219	83	1
	Onenango	0.0		.00,	0,020	.00	.010	1,110	1,510	2,0	101	0,010	10,502	.00	.001	1,210	03	
Nyack	Reckland	5.5	.04	.004	7,650	.10		2,609	398	375	317	2,030	5,924	.03	.004	1,077	73	
Ogdensburg	St. Lawrence	16.5	.13	.013	7,875	.10	.011	2,125	1,345	313	302	8,961	18,929	.10	.013	1,147	78	
Olean	Cattaraugus	21.5	.17	.017	16,850	.22	.024	4,210	4,515	538	634	9,388	26,206	.14	.018	1,219	83	1
Onelda	Madison	- 11.6	.09	.009	7,725	.10	.011	1,735	797	363	317	1,786	13,398	.07	.009	1,155	79	
Oneonta	Otsego	12.8	.10	.010	10,288	.14	.015	2,703	1,876	813	438	8,213	14,504	.08	.010	1,133	77	
O-states	144		-															
Ossining	Westchester	16.0;		.013	7,975		.012	2,878	681	400	362	3,343	19,701	.11	.013		84	
Oawego	Oswego	23.0	.18		10,463		.015	3,241	797	688	415	5,160	24,615	.13	.017	1,070	73	
Patchogue	Suffolk	11.0	.00	.009	10,288		.015	3,269	1,660	400	362	4,030	13,943	.07	.009		86	
Peekskill	Westchester	17.0		.013	12,513		.018	3,968	1,262	1,238	347	2,870	20,863	.11	.014	1,227	84	1
Plattaburgh	Clinton	13.4	.11	.010	12,275	.16	.018	2,972	2,025	1,325	861	9,340	15,906	.09	.011	1,187	81	1
Port Choster	Westchester	20.3	.16	.016	16,250	.22	.024	5,730	1,494	1,000	710	6,717	28,616	.15	.019	1,410	96	
Pert Jervis	Orange	9.71		.008	6,213		.009	2,434	581	288	257	3,190	13,217	.07	.009		93	
Poughkeepsie	Dutchess	42.0	.34	.033	35,350		.051	11.392	6.823	1.913	1,268	22,441	57,965	.32	.039			
Rochester	Monroe	309.5	2.49	7.000	240,197			67.930	52,003	10,985	9,400		469,710	2.57	.316			
Rome	Oneida	49.4	.40		14,963			4,317	1,710	688	607	5,190		.25	.031	920		
Ryo	Westchester	10.5	.08	.008	5,700		.008	1,991	149	100	196		12,894	.07	.009	10000	77	
Salamanca	Cattaraugus	8.5	.07	.007	5,038		.007	1,560	581	388	196	810	10,502	.06	.007			
Saranac Lake	Essex-Franklin	6.2	.05	.005	5,463	.07	.008	1,264	531	325	227	3,878	8,564	.05	.006	1,381	94	1
Saratoga Springs	Saratoga	13.8	.11	.011	10,525	.14	.015	3,403	847	500	559	4,915	17,688	.10	.012	1,282	87	1
Scaredale	Westchester	14.0	.11	.011	5,150	.07	.007	2,367	315	825	287		18,870	.10	.013	1,348	87	1
Schenectady	Schenectady	100.0	.80	.079	71,184	.95	.103	21,220	14,760	2,386	3,223	36,888	159,821	.88	.107	1,598	112	
Syracuse	Onondaga		1.64		141,020				27,835	4,598	4,766			1.43	.175			
Tarrytown	Westchester	6.7	.05				.007	1,964	481	525	287	3,420	,	.04	.005		1	
Tonawanda	Erie	14.0	.11	.011	5,888	1			847	250	227	3,923				1		
Troy	Rensselaer	70.0	.56					2,434 14,161	5,488					.08	.010			
			1					,	3,.00	1,010	.,,,,,	1 30,000	,			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
Utica	Oneida	106.0	.85			.88	.095	18,678	9,320		1,698	78,388	128,750	.71	.087			
Watertown	Jefferson	36.0	.29	.028	23,613	.31	.034	5,555	5,279	1,163	846	18,320	43,841	.24	.030	1,218	83	1
Watervilet	Albany	16.11	.13	.013	4,950	.07	.007	2,408	66	288	76	2,717	18,104	.10	.012	1,124	77	
Wellsville	Allegany	5.9	.05	.005	5,363	.07	.008	1.547	697	588	211	4,244	7,541	.04	.005	1,278	87	1
White Plains	Westchester	42.0	.34	.033	48,300	.64	.070	14,365	6,823	2,225	1,752			.35				5 1
Yonkers	Westchester	140.0	1.13	.110										.99				3
TOTAL ABOVE CI	TIES	10,140.7	81.50	7.966	6,631,784	88.30	9.632	2,000,943	1,054,079	235,258	224,800	22861064	15,449,336	84.68	10.409	1,523	104	1

<sup>§</sup> New York City consists of Bronx, Kings, New York, Queens and Richmond Counties.

#### NEW JERSEY — City Data

NEW J	ERSE 1.	_ u	ity i	Data														
Asbury Park	Monmouth	15.01	.38	.012	26,762	1.05	.039	6,073	6,297	584	1,426	11,212	23,785	.42	.016	1,586	113	138
Atlantic City	Atlantic	60.01	1.46	.046	69,749	2.74	.101	19,053	10,248	1,203	3,739	36,092	113,540	1.98	.077	1,892	135	162
Bayonne	Hudson	74.2	1.80	.058	36,917	1.45	.054	14,461	2,356	911	1,015	44,650	72,175	1.26	.049	973	69	83
Belleville	Essex	28.2†	.68	.022	8,143	.32	.012	4,275	192	211	408	1,683	31,624	.55	.021	1,121	80	96
Bloomfield	Essex	42.6	1.03	.033	21,228	.83	.031	9,571	941	1,087	1,200	7,835	54,444	.95	.037	1,278	91	109
Ni .																		
Bridgeton	Cumberland	18.0;	.44	.014	14,988	.59	.022	4,955	1,801	1,171	467	10,013	22,007	.38	.015	1,223	87	104
Burlington	Burlington	10.91	.26	.008	6,662	.26	.010	2,119	475	146	355		11,534	.20	.008	1,058	75	90
Camden	Camden	125.0	3.03	.097	82,301	3.23	.120	25,315	14,594	2,600	2,696	52,779	170,849	2.98	.115	1,387	97	117
Clifton	Passaic	57.0	1.38	.044	22,974	.90	.033	8,115	312	4,060	395	7,072	53,881	.94	.036	945	67	81
Collingswood	Camden	14.0	.34	.011	7,719	.30	.011	3,384	441	94	410		17,159	.30	.012	1,226	87	105
																		*
Dover	Morris	14.0:	.34	.011	11,404	.45	.017	4,439	1,235	706	518	6,538	16,664	.29	.011	1,190	85	102
East Orange	Essex	69.8	1.69	.054	43,103	1.69	.063	14,476	7.019	887	2,152	7,550	123,104	2.15	.083	1.764	126	151
Elizabeth	Union	118.0	2.88	.092	77,350	3.04	.112	25,125	10,152	4,505	1,890	46,800	157,467	2.75	.106	1,334	95	114
Englewood	Bergen	19.01	.46	.015	17,537	.69	.025	5,098	1,260	844	609	3,855	32,184	.56	.022	1,694	121	145
Freehold	Monmouth	7.01	.17	.005	7,687	.30	.011	2,441	323	624	351		10,172	.21	.008	1,453	104	125
Garfield	Bergen	29.0	.70	.023	8,698	.34	.013	3.704	160	546	174	3,200	22,678	.40	.015		56	67
Hackensack	Bergen	25.0	.61	.019	43,325	1.70	.063	14,450	7.849	1,521	1,660	24,842	35,827	.62	.024	1,433	102	122
Hoboken	Hudson	50.0	1.21	.039	16,800	.66	.025	11,259	1:065	1.044	710	80,440	76,394	1.33	.051	1,528	109	131
Irvington	Essex	60.0	1.46	.047	31,133		.045	12,823	1,687	1,275	1,378	13,025	81,002	1.41	.054	1,350	96	115
Jersey City	Hudson	301.2	7.31	.234	125, 134	4.92	.182	50,693	6,580	3,614	5,307	240,605	333,318	5.82	.225		79	94

<sup>† 1940</sup> Census. ‡ 1942 Estimate,

For New York County figures, see page 186.

<sup>\*</sup>Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

Rochester of Radio Listening

Measurement of Radio Listening

Continuing Measurement of Radio Listening

Continuing Measurement of Radio Listening HOOPER REPORTS

ON ROCHESTER, N.Y.

C.E.HOOPER,INC.

For the period: October 1944 thru February 1945

STATION

STATION

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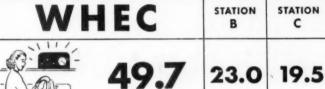
8:00-12:00 N. Monday through Friday

#### AFTERNOON INDEX

12:00-6:00 P. M. Monday through Friday

#### EVENING INDEX

6:00-10:00 P. M. Sunday through Saturday



46.6 31.3 3.1 19.0

42.8 41.6 13.0

ROCHESTER, N.Y.

> National Representatives J. P. McKINNEY & SON NEW YORK, CHICAGO, SAN FRANCISCO



# This is the TOOL

# POWER STATISTICS INTO SALES

The SM "Survey of Buying Power" is the widely accepted guide to markets. Its statistics indicate where vital forces to stimulate buying can be most profitably applied. In the Passaic A.B.C. City Zone with 177,449 prosperous folk, that force is indisputably The HERALD-NEWS. Its circulation, 91% home-delivered, is the ONLY means of raising sales to the level of the vast potential this rich industrial center promises.

> Largest Circulation of Any Newspaper Published in Passaic and Bergen Counties

> 42,330 Net Paid A. B. C.

#### THE HERALD-NEWS

National Representative:

THE JULIUS MATHEWS SPECIAL AGENCY

BOSTON CHICAGO

1944

Survey of Buying Power

Passaic A.B.C. City Zone

177,449 Population .....

Effective Buying Income \$222,398,000

Retail Sales .......... \$107,044,000

Food Sales ..... \$ 38,024,000

NEW JERSEY — City Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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		LOC	IVIL ILATIO AL ES 1-1944	T.			RETA	IL SALE	S—1944 IMATE				EFFECT	SKI		INCON		4
CITY	COUNTY	Total (in	% of	%	Dollars	%	% of			RE GROU		Whole- sale Sales 1944	Dollars	0%	%	Pe	r Capita	à
		thou- sands)		of	(in thousands)	OT	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of State	of U.S.A.	Doi-	to	Ratio to U.S.A.
Kearny	Hudson	39.3	.96	.031	14,068	.55	.020	7,007	445	507	692	25,150	35,323	.62	.024	899	64	77
Linden	Union	24.1†	.59	.019	10,160	.40	.015	3,740	564	1,258	150	20,153	23,564	.41	.016	978	70	83
Long Branch	Monmouth	22.0	. 53	.017	11,958	.47	.017	4.990	845	568	681	9.175	24,592	.43	.016	1,118	80	95
Maplewood	Essex	23.5	.57	.018	9,321	.37	.014	4,559	120		461	250		.53	.021	1,213	86	104
Millville	Cumberland	16.0	.39	.012	8,075	.32	.012	3,359	705	247	243	1,910	,	.29	.011		74	88
Montcialr	Essex	44.0	1.07	.034	32,793	1.29	.048	15,059	1.020	941	1,592	1,957	83,679	1.45	.058	1,902	136	163
Morristown	Morris	16.0	.39	.012	21,918	.88	.032	5.888	3,657	753	853	8,876	34,128	.60	.023	2,133	152	182
Newark	Essex	440.0	10.78	.348	441,388	17.33	.641	117,765		9,937	14.618						144	173
New Brunswick	Middlesex	35.5	.86	.028	37.857	1.49	.055	11,216			1,806						89	107
North Bergen	Hudson	37.0	.90	.029							317					- 6		75
Nutley	Essex	22.01	.53	.017	8,193	.32	.012	4,383	201	517	276	444	27,583	.48	.018	1,254	89	107
Ocean City	Cape May	5.0	.12	.004	7.041	.28	.010				201		6,372				1	109
Orange	Essex	36.4	.88	.021	21,528	.85	.031	11,187			996						1	137
Passaic	Passaic	62.6	1.52	.049			.094							1				141
Paterson	Passaic	127.8	3.10	.091				,			4,531			1				168
Perth Amboy	Middlesex	41.2	1.00	.03	34,91	1.3	.051	9,66	3,65	2 2,326	1,370	40.48	45,864	.80	.031	1,113	79	9
Phillipsburg	Warren	18.3	.4	.01	7,51	5 .3				593								
Plainfield	Union																-	1
Princeton	Mercer	19.5	.4										99 00					1
Rahway	Union				-,	-								-		1	1	1
Red Bank	Monmouth	13.0	.3	2 .01	0 17.21	0 .6	.025	5.37	7 1.80	7 1,102	92	3,62	16,85	2 .2	9 .01	1,29	92	11
Ridgewood	Bergen						-		- 7									1
Rutherford	Bergen									-						1 1.36		1

† 1940 Census. † 1942 Estimate.

\*Withheld to avoid disclosure

### TRY IT OUT IN NEW BRUNSWICK, N. J.

Strategically located in Middlesex County, New Brunswick, the county seat, is the acknowledged HUB of the ENTIRE STATE OF NEW JERSEY. It is the natural focal point for buying. 140,000 people spend more than \$130,000,000 annually. A normally prosperous market, with 330 diversified industries, does NOT depend on war activities.

#### GREATER NEW BRUNSWICK

New Brunswick's city zone population is a growing 57,500, with a trading area population over 140,000. As "The Hub" of the State, trade, business, social functions concentrate here. Growth in all this area has been spectacular, even before the war. Agriculturally strong - - new industries - - Rutgers University - - New Jersey College for Women - - New Jersey State Agricultural College, all combine to tilt retail sales up to more than \$50,000,000 (estimated city zone average family income \$5,990.) Growth all along the line.

#### CHARACTER OF POPULATION

Own-their-own-homes as a rule. Prosperous, forthright, busily occupied, with an intensely loyal pride in their "home town" and their home town's enterprises AND newspapers. A high employment record means extra spending money, good living and real discrimination. A postwar municipal program assures maximum profitable reemployment for returning service men and women.

#### THE IDEAL TEST MARKET

There is no better test market for national advertisers in America. Buying power plus an educated interest in advertising promotes "sampling sales." The high opinion of local retailers of these two newspapers is another vital point. Advertising lineage, year after year, is in the leadership class.

New Brunswick, New Jersey

# THE DAILY HOME NEWS The Sunday Times

Branch Office: 512 Fifth Avenue, New York, N. Y.

NEW JERSEY — City Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		LOC	CIVIL POPULATION LOCAL EST. 1-1-1944  RETAIL SALES—1944  EFFECTIVE BUYING IN ESTIMATE  Whole-											44				
CITY	COUNTY	Total (in	% of	% of	Dollars	%	% of		UR STOR			Whole- sale Sales 1944	Dollars	% of	% of	Pe	er Capit	a
		thou- sands)			(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)			Dol-	Ratio to State	Ratio to U.S.A.
Salem	Salem	9.51	.23	.007	6,632	.26	.010	2,104	444	371	388	2,495	11,205	.20	.008	1,179	84	101
Somerville	Somerset	11.0	.27	.009	10,581	.42	.015	3,301	1,262	558	606	10,115	14,494	.25	.010	1,318	94	113
South Orange	Essex	14.9	.36	.012	10.337	-40	.015	3.906	213	127	593		25,699	.45	.018	1.725	123	146
Summit	Union	16.9	.41	.013	11,069	.43	.016	4.347	445	620	454	585	21,179	.37	.014	1,253	89	107
Teaneck	Bergen	25.3†	.61	.020	9,755	.38	.014	6,280	289	393	355	160	29,646	.52	.020	1,172	83	100
Trenton	Mercer	127.0	3.08	.099	95,065	3.73	.138	31,827	17,083	3,046	3,745	69,081	165,600	2.89	.112	1,304	93	112
Union	Union	28.5	.69	.022	9,590	.38	.014	4,135	620	785	428	3,971	22,054	.39	.015	774	55	66
Union City	Hudson	54.2	1.31	.042	45,525	1.79	.066	13,869	18,980	853	1,991	11,230	80,179	1.40	.054	1.479	105	127
Vineland	Cumberland	7.2	.17	.005	15,243	.60	.022	4,417	2,052	917	692	5,490	8,732	.15	.006	1,213	86	104
Westfield	Union	18.5	.45	.014	10,039	.39	.014	3,980	695	969	492		20,705	.36	.014	1,119	80	96
West New York	Hudson	38.0	.92	.029	24,995	.98	.036	9,611	2,006	581	957	4,432	44,235	.77	.030	1,164	83	
West Orange	Essex	29.1	.71	.023	9,277	.36	.013	4,696	•	224	296		31,055	.55	.021	1,624	117	140
Wildwood	Cape May	5.5	.13	.004	7,593	.30	.011	3,202	923	299	243	2,265	6,750	.12	.004	1,228	87	108
Woodbridge	Middlesex	27.21	.66	.021	7,593	.30	.011	3,411	300	254	342	621	23,670	.41	.016	870	62	74
Woodbury	Gloucester	8.9	.22	.007	7,648	.30	.011	2,785	433	317	496	360	12,247	.21	.008	1,376	98	118
TOTAL ABOVE CI	TIES	2,692.2	65.41	2.095	1,942,468	76.24	2.821	659,358	303,618	69,302	73,911	1,816,480	3,867,312	67.44	2.610	1,432	102	122
STATE TOTAL		4,080.6		3.205	2,546,274		3.698	905,383	315,846	108,364	94,471	2,037,795	5,728,202		3.859	1,404		120

For New Jersey County figures, see page 200.

#### PENNSYLVANIA — City Data

Aliquippa	Beaver	27.01	.29	.021	12,836	.25	.019	4,630	4,138	215	392	1,525	24,394	.23	.016	903	79	77
Allentown	Lehigh	102.01		.080	73,883	1.46	.107	19,307	14,528	2,130	2,315	68,303	119.800	1.13	.082		103	101
Altoona	Blair	73.0	.79	.057	48,010	.95	.070	14,557	9,297	900	1,521	31,917	74,502	.70	.051	1,021	89	87
Ambridge	Beaver	19.01	.20	.015	12,065	.24	.018	4,936	1,072	463	544	1,963	18,195	.17	.012		84	82
Beaver Falls	Beaver	19.0	.20	.015	16,314	.32	.024	4,723	2,743	707	510	6,531	18,758	.18	.013	987	86	85
Berwick	Columbia	15.0	.16	.012	6,065	.12	.009	2,142	1,588	176	206	785	13,830	.13	.009	922	81	79
	Northampton	65.0	.70	.051	33,397	.66	.049	12,636	3,330		1,686	39,020	68,387	.60	.046	1,052	92	90
Bloomsburg	Columbia	10.1	.11	.008	7,670	.15	.011	2,302	1,324	491	390	2,794	10,594	.10	.007	1,050	92	90
Braddock	Allegheny	18.3†	.20	.014	17,094	.34	.025	5,192	2,171	423	588	12,910	20,830	.20	.014	1,138	99	98
Bradford	McKean	17.8	.19	.014	15,599	.31	.023	4,898	1,272	745	677	15,508	24,178	.23	.016	1,358	119	116
Butler	Butler	25.0	.27	.020	25,205	.50	.037	6,692	4,749	1,317	815	15,143	27,782	.26	.019	1,110	97	95
Canonaburg	Washington	13.01		.010	7,314		.011	2,823	674	538	207	865	13,484	.13	,009		91	89
Carbondale	Lackawanna	19.4		.015	10,068			3,511	744	270	347		20,078	.19	.014		91	9 89

† 1940 Census. † 1942 Estimate,

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2 2

\*Withheld to avoid disclosure.

# POST IN PER CAPITA INCOME!

THIRD
GREATEST
NEWSPAPER
MARKET
IN

Harrisburg again heads the list of 11 biggest markets in Pennsylvania markets in per capita income—\$1504. It takes people with a lot of money to spend to make a tip top market.

That is why so many manufacturers use Harrisburg as a test market and run their campaigns in



OVER 80,000 NET PAID DAILY

LARGEST NET PAID CIRCULATION IN PENNSYLVANIA
OUTSIDE OF PHILADELPHIA AND PITTSBURGH

National Representatives . . . KELLY SMITH CO.

#### PENNSYLVANIA — City Data — (Continued)

The "SM" symbols mark original, extlusive estimates by SALES MANAGEMENT.

		POPL	IVIL ILATIO AL ES I-1944	T.			RETA	IL SALE	ES-1944 TIMATE				EFFECT	SW.		INCO		44
CITY	COUNTY	Total (in	% of	%	Dollars	%	% of			RE GROUI		Whole- sale Sales 1944	Dollars	% of	%	P	er Capita	1
	7	thou- sands)			(in thousands)	of 1	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of State	% of U.S.A.	Dol-	Ratio to State	Ratie to U.S.A.
Carlisle	Cumberland	15.4	.17	.012	11,382	.22	.016	3,105	1,776	766	389	1,265	15,890	.15	.011	1,032	90	10
Carnegie	Allegheny	13.0	.14	.010	8,659	.17	.012	3,427	684	571	279	1,285	15,466	.14	.011	1,190	104	126
Chambersburg	Franklin	15.4	.17	.012	12,473	.25	.018	3,189	1,604	611	527	8,700	17,229	.16	.011	1,119	92	90
Charlerol	Washington	11.2	.12		11,714	.23	.017	2,978	1,851	582	348	8,758	11,376	.11	.008	1,016	89	87
Cheltenham	Montgomery	19.1†	.21		6,531	.13	.009	2,415		901	436		23,795	.22	.016	1,246	90	89
Chester	Delaware	80.0	.86	.063	63,055	1.24	.091	20,195	8,440	1,465	2,652	15,320	109,255	1.03	.074	1,366	119	117
Clairten	Allegheny	16.4†	.18	.013	6,694	.13	.010	3,005	304	304	285		18,100	.17	.012	1,104	96	95
Clearfield	Clearfield	9.4	.10	.007	7,713	.15	.011	2,424	1,179	686	303	3,035	9,651	.09	.007	1,027	90	88
Coatesville	Chester	15.5	.17		12,096	.24	.018	3,602	855	885	580	9,407	16,093	.15	.011	1,038	85	83
Connellsville	Fayette	14.4;	.16	.011	10,866	.21	.016	3,558	1,410	429	360	1,948	13,435	.13	.009	933	81	80
Darby	Delaware	10.31	.11	.008	7,225	.14	.010	4,592	596	105	251		13,298	.12	.009	1,291	113	111
Donora	Washington	15.0	.16	.012	6,389	.13	.009	2,472	963	205	296	675	12,458	.12	.008	831	73	71
Dormont	Allegheny	13.01	.14	.010	7,838	.15	.011	2,438		91	517	370	15,466	.15	.010	1,190	104	102
Doylestown	Bucks	4.8	.00	.004	6,499	.13	.009	1,858	979	729	211		7,750	.07	.005	1,615	141	138
Du Bois	Clearfield	11.5	.12	.009	9,618	.19	.014	3,736	2,182	446	300	10,250	11,998	.11	.008	1,043	91	85
Duqueene	Allegheny	21.0	.23	.016	6,734	.13	.010	3,345	435	471	264	415	23,630	.22	.016			
Easton	Northampton	37.0	.40	.029	31,420	.62	.046	9,606	6,413	842	1,361	15,915	44,989	.42	.030	1,216	106	104
Eliwood City	Beaver-Lawrence.	13.7	.15	.011	8,416	.17	.012	2,688	887	493	214	1,132	12,608	.12	.008	920	80	78
Erie							.133	27,652		1								
Franklin		9.9	.11	.008			.011	2,600		334	288		,					111
Greensburg		17.2	.15					4,690			834	.,						83
Greenville	Mercer	8.1						2,32			261	,	10 100				1	
Hanover	York	13.7	.18	.011	11,004	.22	.016	2,634	1.574	727	243	3	18,398	.17	,012	1,34	117	115
Hagriaburg		88.7	.96			1										1.50		129

† 1940 Census. ± 1942 Estimate. \*Withheld to avoid disclosure.



Market maids on the cobbled colonial street, at the ancient sign bought cane baskets . . . to be brimmed with treasures-East Indian spices and fresh snared shad, ox-cheek and oznabrigs, Bohea tea, a blue stone dish, "figur'd fabrics, chinces, cambricks", silk knee garters, Whitechapel needles newly brought by latest brig from London town, and St. Kit's spirits for the master's melancholy . . .

Symbol of the modern newspaper could well be the cane carryall . . . for the press is the great basket which brings the chattels of commerce to the marketplace . . . the wares, elixirs, and merchandises which call out the city's Dutch dollars and copper shillings . . . the precious stuff that adds adventure to life and joy to living.

Philadelphia's pannier is The Inquirer . . . on its panoramic pages are spread the wonders of the world . . . and here sellers of staples and vendors of visions find their most productive pennysworth. Advertisers of the first quality find favor-because The Inquirer's audience favors quality first.

# The Philadelphia Inquirer

exclu-MENT.

Ratio to U.S.A.

117

85 83 80

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102 138

104

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83 107

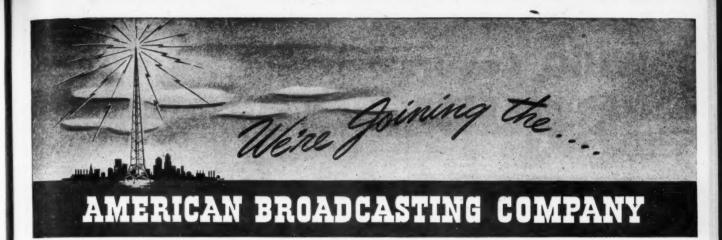
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		POPL	IVIL ILATIO AL ES 1-1944		*			EST					EFFECT			INCOM		44
CITY	COUNTY	Total (in	% of	% of	Dollars	% of	% of			E GROUF		Whole- sale Sales 1944	Dollars	% of	% of	Pe	er Capit	ta
		thou- sands)	of State	U.S.A.	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of State	U.S.A.	Dol-	Ratio to State	Ratio to U.S.A
lazleton	Luzerne	35.5‡	.38	.028	25,995		.038	8,225	5,480	406	1,051	21,780	39,899	.38	.027	1,124	98	96
lomestead	Allegheny Huntingdon	12.5‡ 8.5	.13	.010	15,638 6,597	.13	.023	5,709 1,889	1,147	1,125 283	739 207	2,265 3,005	19,182 8,610	.18	.013	1,535 1,013	134	131
ndlana	Indiana	10.3	.11	.008	11,881	.23		2,683	2,779	789	517	3,200	13,504	.13	.009	1,311	114	112
enkintown	Westmoreland	17.6	.19	.014	8,682 13,505	.17	.013	3,536 4,424	1,184	385	271	4,560	16,466	.16	.011	936	82	80
ohnstown	Montgomery	5.0† 86.7	.72	.052		.93		11,690	2,485 17,687	91 2,318	232 1,680	37,662	7,696 78,042	.73	.005	1,539	134 102	13
Cingaton	Luzerne	20.7†	.22	.016		.23		3,658	*	238	295	8,682	23,254	.22	.016	1,123	98	
Cittanning		8.0	.09	.006	9,103			2,177	1,759	480	473	4,394	8,099	.08	.005	1,012	88	87
ancaster	Lancaster	61.3	.66	.048				12,154	12,121	1,540	2,419	46,599	97,107	.91	.065	1,584	138	
anedale	Montgomery Delaware	9.31	.10	.007	6,891 6,438	.14	.010	2,401 3,032	371	329 122	285 400	3,684	10,800 13,604	.10	.007	1,161	101	9
atrobo	Westmereland	16.01	.17	.013				3,001	1,247	354	217		15,154	.14	.010	947	83	1
Lebanen	Lebanen	28.9	.31	.023				4,515	3,535	767	708	10,525	32,806	.31	.022	1,135	99	97
Lewistown	Mifflin	13.0	.14	.010				3,833	2,387	511	596	5,270	16,701	.18	.011	1,285	112	110
Leck Haven	Clinton	11.0	.12	.009		1		2,715	1,793	450	396	2,446	11,990	.11	.008	1,090	95	1
McKeesport	Montgomery	39.6† 58.0	.43	.031				8,725 16,475	3,414 5,984	1,035	1,264 1,649	375 19,358	52,246 63,622	.60	.035	1,319	115 96	1
McKees Rocks	Allogheny	17.01	.18	.013	8,894	.17	.013	3,538	427	582	442	- 2,160	19,357	.18	.013	1,139	100	9
Mahanoy City	Schuyikili	13.41	.14	.011	6,163			2,384	654	126	191	3,500	12,131	.11	.008	905	79	1
Meadville		20.3	.22	.016			1	4,801	2,953	671	755	4,333	24,024	.23	.016	1,183	103	
Monessen Mount Carmel	Westmoreland Northumberland	18,0 14.0	.19	.014				2,976 2,295	704 1,238	425 181	363 215	2,854 2,265	17,874 15,278	.17	.012	993 1,091	87 39	
Nanticoke	Luzerne	19.7	.21	.015	9,938	.19	.014	3,682	818	527	335	2,416	21,258	.20	.014	1,079	94	9
New Castle	Lawrence	47.6	.51	.037				9,733	6,597	1,478	1,218	18,120		.51	.037	1,144	100	1 -
New Kensington	N. A. C.	24.1	.28	.019				4,905	2,990	1,123	658	2,068	31,584	.30	.021	1,311	114	1
Norristown Oll City		37.0 20.4	.40					8,277 4,787	4,953 2,391	780 698	1,290	7,791 29,852	41,448 25,291	.39	.028	1,120	108	
Philadelphia	Philadelphia	1,844.6	20.97	1.528	1,276,284	25.15	1.854	338,045	344,053	22,741	50,426	3,093,402	2,584,171	24.34	1.741	1,329	116	11
Phoenixville	Chester	13.5	.15	.011	6,290			2,295	511	333	366	542	12,363	.12	.008	916	80	
Pittaburgh			8.79			1		150,493		13,695	23,550				.635		131	
Pittston Pettstown		15.0 23.7	.16						1,457 2,160	394 465	436 782				.011	1,116	97 112	
Pottsville	Schuylkili	25.0	.27	.020	21,92	.43	.032	4,543	5,193	183	872	15,855	29,253	.27	.020	1,170	102	2 10
Punxsutawney	Jefferson	9.51	.10	.007	7,70			2,548		293	287	5,481	13,070				120	
Reading			1.23								2,721							-
Scranton Shamokin		107.3 16.3	1.16								2,400 757					1,238		
Sharon	Mercer	25.7	.28	.02	21,32	.4	2 .031	5,447	4,155	1,027	724			.32	.023	1,313	118	5 1
Shenandeah											561							
Somerset											198		6,435			1		
State College Stroudeburg	Monroe	6.2	.07				-1			179 335	377 290		10,278					
Sunbury	Northumberland	15.5	.17	.01	2 10,91	.2	2 .016	3,407	1,725	403	504	6,85	18,661	.18	.013	1,204	108	5 1
Tamaqua	Schuylkill	12.5	.13	.010					1		193					1		5
Tarentum											342							
Titusville Turtle Creek	Crawford	9.7	.10								190							
Uniontown											1,03				1			
Upper Darby											2,70							
Vandergrift				7000				1	1		29							3
Warren			.16	.01	2 20,33	6 .4	0 .030	3,786	10,529	610	374	9,30	17,95	.17	.01	1,18		
Washington	. Washington	26.4	.21	.02	25,01	1 .4	9 .036	8,092	3,906	1,151	1,10	9,13	5 29,750	.21	.021	1,12	7 9	16
Waynesboro	Franklin		1			8 .1					26	1,32			.00	1,09	-	15
West Chester	Chester							4,54	1,551		61			2 .1	.01			
Wilkinshura																		
Wilkinsburg Williamsport	. Allegheny Lycoming															1		
York							1										-	-
TOTAL ABOVE C	TIES	5,103.5	55.0	3 4.00	9 3,735,67	9 73.6	5.42	1,018,39	2 843,610	0 102,807	147,09	9 5,828,42	0 6,552,61	3 61.7	0 4.41	5 1,28	4 11	12
																		1

<sup>† 1940</sup> Census. ‡ 1942 Estimate,

<sup>\*</sup>Withheld to avoid disclosure.

For Pennsylvania County figures, see page 204. Before using these figures, see explanation page 17.



June 15, 1945, WCAE and American Broadcasting Company become partners in Pittsburgh... and we're going to make a hot combination.

American's star-studded network features plus WCAE's local programming skill and merchandising "know-how" add up to the kind of broadcasting service that builds audience and sales.

# In the morning...

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We'll have Pittsburgh by the ears with such programs as Breakfast Club, Breakfast in Hollywood and Glamour Manor ... a top-flight string of shows that we plan to promote to the hilt.

# In the afternoon.

We'll keep 'em listening with our "Tune Factory" program (a simple, yet amazingly successful, formula of news and music) ... plus the most popular juvenile shows in radio.

### In the evening ...

We'll really go to work on those big American night-time shows. Winchell, Quiz Kids, March of Time, Spotlight Bands and all the rest are down in our book for extra-heavy promotion.

If you have a sales job to do, look to WCAE and American—the right combination for the Pittsburgh market!

5000 WATTS . 1250 KILOCYCLES

#### THE KATZ AGENCY, Inc.

New York Chicago Kansas City Los Angeles Atlanta Dallas

San Francisco Detroit



# WHIO Covers "POUBLE-ACTION"

# Responsive both Now and Postwar

MPORTANCE of the diversified peacetime products of Dayton's 456 industrial plants promises continued high employment. Miami Valley's diversified money crops mean prosperous farm homes. Together they present a solid foundation for postwar business . . . a worthy market for cultivation now through WHIO.

News: UP, INS, PA plus CBS' best 5000 Watts . . . Basic CBS

National Representatives: G. P. Hollingbery Company Southeastern Representative: Harry E. Cummings

#### MARKET



### East North Central States—City Data

OHIO - City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

-		POPI	JLATI AL ES 1-1944	T.			RETA	IL SALE	S-1944 TIMATE				EFFECT	S/M		INCOM		44
CITY	COUNTY	Total (in	% of	% of	Dellars	%	9%			GROUP of dollars		Whole- sale Sales 1944	Dollars	%	0%	Pe	er Capit	ta
		thou- sands)			(in thousands)	% of State	of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	07	of U.S.A.	Dol-	Ratio to State	Ratio to U.S.A.
Akren	Summit	282.5	4.14	.221	208,345	5.10	.302	56,908	51,629	8,398	8,104	183,646	457,618	5.12	.308	1,620	123	139
Attlance	Stark	26.7	.39	.021	16,370	.40	.024	4,588	3,290	1,042	644	6,710	32,085	.36	.022	1,202	92	103
Ashland	Ashland	12.5	.18	.010	10,956	.27	.016	2,542	1,553	638	265	5,304	18,684	.21	.012	1,495	114	128
Ashtabula	Ashtabula	26.2	.38	.021	18,067	.44	.026	5,004	3,284	1,273	462	7,503	31,215	.35	.021	1,191	91	102
Athens	Athens	7.7	.11	.006	9,413	.23	.014	2,300	731	505	411	7,881	8,246	.09	.005	1,071	82	90
Barberton	Summit	28.0	.41	.022	14,256	.35	.021	4,500	1,007	703	479	4,542	31,662	.35	.021	1,131	86	97
Bellaire	Beimont	13.81	.20		7,281	.18	.011	2,639	626	513	300	3,484	12,865	.14	.009	932	71	86
Beliefentaine	Logan	10.0	.15		8,393	.21	.012	2,080	1,390	425	179	5,960	13,693	.15	.009	1,369	104	117
Bewling Green	Wood	7.21	.11		7,274	.18	.011	1,787	1,640	608	163	2,916	10,878	.12	.007	1,511	115	125
Bucyrus	Crawford	10.4	.15	.008	7,472	.18	.011	1,881	757	551	•	5,730	14,725	.16	.010	1,416	108	121
Cambridge	Guernsey	15.01	.22	.012	10,381	.25	.015	2,767	1,880	335	377	9,524	14,723	.16	.010	982	75	
Canton	Stark	120.0	1.76	.094	92,403	2.28	.134	24,613	14,750	5,083	3.085	80,117	172,688	1.93	.116	1,439	110	
Chillicothe	Ross	20.1	.30		17,026	.42	.025	4,705	2,030	667	800	8,910	21,331	.24	.014	1,061	81	91
Cincinnati	Hamilton	464.7	8.81	.365	387,406	9.48	.563	103,881	79,087	9,382	17,976	1,279,798	863,841	9.66	.582	1,859	142	
Cleveland	Cuyahoga	903.2	13.24	.710	755,189	18.47	1.097	184,942	180,045	•	28,775	1,872,355	1,578,500	17.65	1.063	1,748	133	150
Cleveland Heights	Cuyahoga	55.0	.81	.043	25,849	.63	.037	14,423	500		2,557	767	98,019	1.10	.066	1,782	136	
Columbus	Franklin	327.6	4.80		250,545	6.13	.363	68,070	50,311	10,204	11,407	314,227	484,485	5.19	.313	1,418	108	
Conneaut	Ashtabula	9.4	.14	.007	8,726	.16	.010	2,227	704	452	209	1,084	11,712	.13	.008	1,246	95	
Coshocton	Coshocton	9.8	.14		10,430	.26	.015	2,905	1,551	505		8,620	15,757	.18	:011	1,608	123	
Cuyahoga Falis	Summit	23.7	.35	.019	10,869	.27	.016	3,902	362	595	509	826	29,838	.33	.020	1,259	96	
Dayton	Montgomery	250.0	3.67	.196	192,788	4.72	.280	50,539	41,304	7,262	8,764	233.088	362,940	4.06	.244	1,452	111	12

† 1940 Census. ‡ 1942 Estimate, \*Withheld to avoid disclosure.



"Somebody keeps cutting in and saying, 'Solid Cincinnati reads the Cincinnati Enquirer"

It's the newspaper that gives you a direct connection with the solid, substantial, thinking citizens of this solid market. The Enquirer just naturally appeals to them. Streamlined. Crisp. Easy to read. Packed with top features. They recognize The Enquirer as the newspaper with its feet on the ground but its eyes ahead.

The Cincinnati Enquirer is represented by Paul Block and Associates

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		LOC	IVIL ILATIO AL ES I-1944				RETA	EST	5—1944 IMATE				EFFECT			INCOM		1
CITY	COUNTY	Total (in	01	01	Dollars		01			E GROUP of dollars		Whole- sale Sales		_	_	Per	r Capita	
		thou- sands)	% of State	of U.S.A.	(in	of State	of U.S.A.	Food	General Mdse.	Lum,- Bldg,- Hdwre.	Drug	1944	Dollars (in thousands)	% of State	of U.S.A.	Dol-	to	Ratio to U.S.A.
Defiance	Defiance	10.1	.15	.008	7,552	.18	.011	2,179	895	427	218	4,392	12,969	.15	.009	1,284	98	110
Delaware Dover	Delaware Tuscarawas	8.8	.13	.007	8,033	.20		1,834	542	411	253	1,298	13,614	.15	.009	1,530	117	131
East Cleveland	Cuyahoga	9.7† 39.5†	.14	.008	8,314 16,137	.39	.012	2,033 4,377	580 207	505 284	244 1,160	1,600	10,640 71,830	.12	.007	1,097	139	94 156
East Liverpool	Columbiana	21.3	.31	.017	19,889	.49	.029	6,039	3,278	1,005	770	3.741	31,603	.35	.021	1,484	113	127
Elyria	Lorain	30.0	.44	.024	19,682	.48	.029	5,858	2,782	924	718	8,051	35,752	.40	.024	1,192	91	102
Indiay	Hancock	22.0	.32	.017	15,818	.38	.023	4.077	1,442	861	546	8,430	26,094	.29	.017	1.188	90	102
Featoria Frement	Seneca-Hanceck Sandusky	13.5† 15.0	.20	.011	9,981 13,138	.32	.014	3,043 3,245	1,899	845	296 439	10,221	14,482 16,313	.16	.010	1,073	82 83	92 93
Greenville	Darke	8.0	.12	.008	7,867	.19	.011	1,910	799	720	330	6.634	11,544	.13	.003	1,443	110	124
Hamilton	Butler	53.6	.79	.042	32,210	.79	.047	9,935	4,588	1,828	1,337	12,478	69,337	.78	.047	1,294	99	111
Irenton	Lawrence	17.1;	.25	.013	10,262	.25		3,138		569		5,110	13,460	.15	.009	787	60	67
KentLakewood	Portage Cuyahoga	10.5 72.0	1.06	.008	6,870 34,484	.17		2,293 11,816	543 2,624	238 1,013	351 2,422	1,839	11,675 122;114	1.36	.003	1,112	85 107	95 120
Lancaster	Fairfield	21.9	.32	.017	15.287	.37	.022	4,328	2.091	1,184	581	2,288	19,807	.22	.013	904	69	77
Lima		52.0	.76	.041	35,294	.88		7.369	7,921	1,703	1,457	20,750	60,686	.68	.041		89	100
Lorain		48.2	.71	.038	28,471	.65		9,087	3,389	1,387	948	8,727	57,711	.65	.039	1,197	91	103
Mansfield Marietta	Richland	42.5 16.5	.62	.033		.83		8.380 3,140	5,686	1,934 629	1,213 453	25,030 8,517	51,992 18,059	.58	.035	1,223 973	93 74	105 83
Marion	Marion	35.2	.52	.028	20.278	.50	.030	5,551		1,134	770	5,870	34,988	.39	.023	994	78	85
Martins Ferry	Balmont	15.5	.23	.012		.18		2,779	•	384	251	2,635		.15	.009	840	64	72
Massillon	Stark		.45	.024		.47		5,827	2,565	1,036	586	7,460	35,747	.40	.024	1,181	88	99
Medina Middletown	Medina	33.0	.07	.003		.17		1,488 7,366	193 2,946	219 1,252	282 920	15,770	5,203 41,137	.06	.004	1,182 1,247	90 95	101 107
Mount Vernen	Knox	10.1	.15	.003	10,156	.25	.015	2,424	1,613	872	369	3.060	12,891	.14	.009	1,276	97	109
Newark			.53	.028		.57		8,769	3,293	939	856	8,208	,	.43	.026		82	92
New Philadelphia			.19	.010		.23		3,188	1,360	329	309	2,244	16,291	.18	.011	1,253	96	107
Nilos Norwalk	Trumbull		.28	.014		.19		3,150 1,359	481 628	546 341	240 291	1,080 2,500		.19	.012	986 1,176	75 90	84 101
Nerwood	Hamilton		.52	.028	20,834	.51	.031	7,581	944	1,235	937	31,630	54,690	.61	.037	1,541	117	132
Painesville			.20			-		3,385	1,482	595	537	4,981	18,404	.18	.011		93	104
Piqua Portsmouth		19.0	.28	.015		.28		3,025	2,044	559	509			.23	.014		81	91
Ravenna		35.5 8.5	.52	.028		.73		7,844 2,342	5,524 681	1,092 514	1,072	22,944	49,622 11,554	.58	.033		107 104	111
Salem		12.8	.19	.010	11,801	.29	017	3,491	1,370	514	363	2,479	13,137	.15	,009	1,026	78	88
Sandusky		28.5	.42					5,180			974		39,429	.44	.027	1,383		115
Shaker Heights			.37			7.00				191	721		35,399	.40		.,		111
Sidney	Clark		1.20							474 2,143	302 2,185				.008		81 92	10
Steubenville			.50					9,324	7,622		1,631	16,128	41,501	.48	.028	1,217	93	104
Tiffin			.28					3,100			409							81
Troy		285.0 12.0	4.18		,						11,788							13
Urbana		8.5	.12					2,157 1,703	820 487		379							
Van Wert	Van Wert	9.2	.13	.007	8,216	.21	.012	2,030	1,330	803	275	3,354	12,840	14	800	1 200	106	12
Warren Washington Court	Trumbull										1,414							
House	Fayette	9.4	.14	.007	0.010			9 440				10.00						9
Wilmington				-	-,						167	12,657						
Wooster				1					1		4,512							
XeniaYeungstown	Greens	10.6	1 .16	.00	8,605	.2	.012	2,236	1,147	710	332	9,43	11,113	.12	.007	1,048	80	9
	Trumbull	168.0					-				3,984							
Zanesville	Muskingum		-	-		-	-	7,550	2,591	1,613	1,463	20,28	46,108	.52	.031	1,230	94	10
	TIES	4,277.6	62.73	3.36	3,250,082	79.5	4.720	878,421	620,114	105,592	130,354	4,811,81	6,426,650	71.85	4.330	1,502	114	12
STATE TOTAL	J	6,819.5		5.35	4,087,870		5.937	1,152,720	682,650	201,806	153,832	5,202,43	8,944,102		8.026	1,312		11
† 1940 Census. ‡ 1942 Estimate.						*14	/ithheld	to avoid	disclosur	t.		Befor	re using the	se figur	es, see	explan	ation p	age 1

Time Savers for Ready Reference: the index to city and county data by states and sections, page 4; by states alphabetically, page 344; advertisers' index, page 342.

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		LOCA	IVIL ILATIO AL ES I-1944					EST					EFFECT		UYING			144
CITY	COUNTY	Total (in	% of	% of	Dollars	% of	%			RE GROUI		Whole- sale Sales 1944	Dollars	% of	% of	Pe	er Capi	ta
		thou- sands)		U.S.A.	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of State	U.S.A.	Doi-	Ratio to State	Ratio to U.S.A.
Anderson	Madison	55.7	1.65	.044	31,670	1.77	.046	7,626	5,776	1,716	1,512	12,964	57,989	1.46	.039	1,041	88	89
Bedford	Lawrence	12.5†	.37	.010	8,342	.47	.012	2,216	1,102	302	438	4,388	16,878	.42	.011	1,350	115	110
Bloomington	Monroe	22.1	.65	.017	16,504	.92	.024	4,048		814	•	6,281	32,615	.82	.022	1,476	125	
Brazil	Clay	8.3	.24	.006	6,650	.37	.010	1,817	762	345	281	1,273	11,601	.29	.008	1,398	119	
Columbus	Bartholomew	14.0	.41	.011	11,378	.63	.016	2,738		808	•	6,231	20,971	. 53	.014	1,498	127	128
Connersville	Fayette	14.0	.41	.011	8,165	.46	.012	2,313	1,072	400	380	6,030	15,855	.40	.011	1,133	96	97
Crawfordsville	Montgomery	11.5	.34	.009	9,795	.55	.014	2,392	1,673	620	364	5,293	18,972	.48	.013	1,650	140	141
East Chicago	Lake	83.0	1.86	.049	20,098	1.12	.029	6,653	1,007	1,543	918	19,430	42,900	1.08	.029	681	58	56
Elkhart	Elkhart	34.0	1.00	.027	23,202	1.30	.034	5,850	3,094	882	1,046	13,340	42,309	1.08	.028	1,244	106	1
Elwood	Madison	11.0;	.32	.009	6,850	.38	.010	1,312	2,323	404	115	1,893	14,763	.37	.010	1,342	114	115
Evansville	Vanderburgh	118.0	3.49	.093	100,872	5.64	.146	22,310	15,470	2,516		101,841	208,174	5.22	.140	1,784	150	151
Fort Wayne	Allen	124.0	3.68	.097	103,924	5.81	.151	23,856	24,738	2,633	5,047	94,136	220,380	5.53	.148	1,777	151	
Frankfort	Clinton	12.2	.36	. 009	10,982	.61	.016	2,775		605	463	4,958	22,116	.55	.015	1.813	154	
Gary	Lake	116.5	3.44	.091	73,567	4.11	.107	18,443	18,018	3,383	2,702	28,810	165,063	4.14	.111	1,417	120	121
Goshen	Elkhart	11.8	.35	.009	9,349	.52	.013	1,961		481	267	2,512	18,374	.46	.012		132	133
Hammond	Lake	78.5	2.32	.062	50,973	2.85	.074	12,450	14.787	2.030	1,179	17.588	90,040	2.26	.061	1,147	97	96
Huntington	Huntington	14.0	.41	.011	9,992		.015	2,466	1,298	756	407	5,255	19,012	.48	.013	1,358	115	
Indianapolis	Marion	415.0	12.27	.326	329,968		.479	67,618	77,120	8,377	23,132	740,523	836,420	20.98	.563	2,015	171	1
Kekomo	Howard	35.5	1.05	.028	23,451	1.31	.034	5,617	4,407	881	940	22,110	43,321	1.09	.029	1,220	104	
Lafayette	Tippecanee	30.5	.90	.024	29,661	1.66	.043	6,638		1,435	1,703	13,316		1.20			133	134
La Porte	La Porte	18.0	.53	.014	13,496	.75	.020	3.543	2.347	769	495	7,621	22,670	.57	.015	1,259	107	100
Lebanon	Boone	6.51	.19	.005	6,774	.38	.010	1,434	1,172	465	245	1.890	9,847	.25		1,515	129	
Logansport	Cass	25.3	.75	.020	15,539	.87	.023	3,186	3,636	824	664	7,638	29,114	.73	.020	1,151	98	
Marion	Grant	29.0	.86	.023	21,291	1.19	.031	4,790	3,627	1,093	948	8,408	39,380	.99		1,358	118	
Michigan City	La Porte	29.0	.86	.023	17,157	.96	.025	5,985	2,895	831		5,025		.80		1,104	94	
Mishawaka	St. Joseph	30.5	.90	.024	13,366	.75	.019	4.582	947	523	465	4,037	29,210	.73	.020	958	81	8
Muncie	Delaware	52.0	1.54	.041	37.618		.055	8,900	5,606		1,487	19,597	67,511	1.69		1	110	
New Albany	Floyd	30.0	.89	.024	13,005	.73	.019	3,916	2,168	434		8,325	29,620	.74	.020	987	84	1 25
New Castle	Henry	18.3	.54	.014	11,982	.67	.017	3,225	1,278	603	528	3,250		. 58	1	1,266	107	
Peru	Miami	16.5	.49	.013	8,678	.49	.013	2,198	1,811	353	278	5,829	17,104	.43		1,037	88	8
Pertland	Jay	6.3	.19	.005	6,424	.36	.009	1,208	644	645	144	3,852	6,521	.16	.004	1,035	88	8 8
Richmond	Wayne	37.0	1.09	.029	26,909			5,905			1,148	24,003		1.21			111	
Søymour	Jackson	8.61	.25	.007	6,955		.010	1,720			173	2,797	11,993	.30		1,395		
Shelbyville	Shelby	11.5	.34	.009	10,389		.015	2,336				3,165		.41		1,405		
South Bend	St. Joseph		3.31	.088			.114	18,365			3,525			3.97		1,414	120	
Terre Haute	Vigo	68.2	2.02	.054	54,880	3.07	.080	13,218	13,446	1,936	2,701	59,128	106,786	2.68	870	1 200	133	3 13
Valparaiso	Porter	10.2	.30	A 100 0				2,074	1,720	1	355	3,635		.31		1		
Vincennes	Knox			.014				3.071	3,701	1.262	559	10.050						-
Wabash	Wabash			.008	7,200					1	304	2,395					1	-)
Washington	Daviess	9.3	.27	.007	6,835					365	304		8,355					-
TOTAL ABOVE CI	TIES	1,748.3	51.67	1.373	1,266,101	70.76	1.839	294,244	240,434	48,794	54,891	1,380,943	2,654,474	66.58	1.789	1,518	121	9 13
STATE TOTAL															-			-

For Indiana County figures, see page 218.

#### ILLINOIS — City Data

			-															
Alton	Madison	34.01	.45	.027	21,937	.52	.032	7,154	2,795	1,107	801	9,144	34,465	.34	.023	1.014	76	87
Aurora.	Kane	48.0	. 63	.038	31,806	.75	.046	11,370	6,085	1,168	1,446	20,987	72,304	.72	.049	1.506	113	129
Belleville	St. Clair	28.4†	.37	.022	16,935	.40	.025	5,750	2,550	1,729	629	5,835	30,124	.30	.020	1,061	79	91
Belvidere	Boone	8.11	.11	.006	5,776	.14	.008	2,249	344	548		1,050	9,575	.09	.006	1,182	88	101
Berwyn	Cook	48.51	.64	. 038	16,528	.39	.024	5,908	1,148	2,073	1,109	792	73,768	.73	.050	1,521	114	130
Bleomington	McLean	32.9	.43	.026	28,016	.66	.041	7,482	4,811	1,821	1,125	16,677	45,256	.45	.030	1.376	103	118
Blue Island	Cook	16.61	.22	.013	9,752	.23	.014	4,134	1,084	318	336	6,305	20,521	.20	.014	1,236	93	106
Cairo	Alexander	15.0	.20	.012	6,699	.16	.010	1,957	564		*		14,384	-14	.010	959	72	82
Canton	Fulton	11.8	.15	.009	7,544	. 18	.011	2,322	895	820	366	3,570	15,055	.15	.010	1,276	96	108
Centralia	Clinton-Marion	16.3†	.22	.013	14,193	.33	.021	3,548	1,902	694	741	11,495	20,092	.20	.014	1,233	92	106
Champaign	Champaign	25.1	.33	.020	27,899	.66	.041	5,783	5,625	2,094	1,521	26,125	37,450	.37	.025	1,492	112	128

† 1940 Census. ‡ 1942 Estimate.

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

Help, please! One-fourth of all questions about the Survey of Buying Power wouldn't have to be asked if readers had read the explanations starting on page 17.

		POPU	IVIL JLATIO AL EST 1-1944	т.				EST					EFFECT		UYING EST			144
CITY	COUNTY	Total (in	%	07	Dollars	%	07		UR STOR			Whole- sale Sales 1944	Dellars	97	9/	Pe	er Capit	ta
		theu-	of State	of U.S.A.	(in	% of State	of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in	of State	of U.S.A.	Dol-	to	Rati to: U.S.
hicago	Cook		44.31	2.833	2,393,431					53,938		7,108,684	5,662,332	58.02			126	1
icago Heights	Cook		.30	.018	12,064	.28	.017	3,915		698 1,272	477 1.488	7,201	28,215	.28	.019	1,227	92	
nville	Vermilion	84.7† 38.9‡	.85	.051	24,190 26,659	.63	.035	7,834 7,811	2,238 5,556	1,272		13,367 20,987	72,318 47,087	.72			84 96	
catur	Macon		.84	.050	45,451	1.07	.066	12,268	9,726	3,482	1,784	41,104	78,425	.78	.051	1,204	90	
Kalb	De Kalb	11.0	.15	.009	8,774	.21	.013	2,775	1,511	425	313	6,095	11,447	.11	.008	1,041	78	
Plaines	Cook		.14	.008	5,888	.14	.009	2,168		427	314	2,960	9,042	.09	.006	861	64	
ton	Lee	13.0	.17	.010	9,401	.22	.014	2,944	1,728	1,052		5,425	14,923	.15			86	
wners Grove	Du Page		.13		6,075		.009	2,354	488	497	328	514	10,075	.10	.007	1,008	75	
t Moline	Rock Island		.18		5,352						1		15,545	.15			88	
at St. Louis	St. Clair	80.0	1.06	.063	46,731	1.10	.068	15,250	7,374	2,577	2,004	38,317	102,754	1.02	.069	1,284	96	
wardsville	Madison	8.3	.11	.006	5,881	.14		1,755	1	592	331	9,144	10,038	.10	.007	1,209	80	
in			.53			.58	.036	7,344					53,874	. 53	.036		101	
nhuret			.21	.012	8,056	.19	.012	3,404	489	650	478	871	23,739	.23	.016	1,522	114	
anston	Cook		.93							1,667				1.12				4
est Park	Cook	16.0	.21	.013	8,749	.21	.013	5,608	172	659	357	6,531	23,573	.23	.016	1,473	110	9
oport	Stephenson	24.1	.32	.019	17,240	.41	.025	5,516	2,975	1,510	756	10,319	27,800	.28	.019	1,154	86	3
leeburg	Knox	30.0	.40	.023	20,378	.48	.029	5,304	3,993	1,575	1,026	25,341	37,206	.37	.025	1,240	93	3
unite City	Madison	25.0	.33	.020	10,834	.26	.016							.24				
rrisburg	Saline		.15															
rvey			.28						1				18,624	.18	.013	1	70	0
phland Park	Lake		.20		9,473	.22					-	2,960	19,551	.19	.013	1	1	1
ksonville			.26	1				1			1	6,967					1	
lot	Will	48.6	.62	.037	34,824	.82	.051	10,405	10,146	1,620	1,751	20,203	60,803	.60	.041	1,305	98	8
nkakee	Kankakee		.31													1	1	
wanee			.26	•							366	4,380	18,937	.19	.013			
Grange			.14															-
Salle			.17		-,													
				1														
acomb	McDonough		.12		-,	1 2 2 2												
attoon	Coles	16.5	.22	.013	11,921	.28	.017	2,807	7 1,891	1,286	397	9,492	17,441	.17	.012	1,057	79	9
ywood	Cook	28.7	.35	.021	9,440	.22	.014	4,162	306	477	541	3,195	40,408	.40	.027	1,513	113	3
oline	Rock Island	39.5	.52		29,683	.70		1			1,005	14,804	56,343	.56	.038	1,426	107	- 1
t. Vernon	Jefferson		.22					-		1,120	1	7,420						
urphysboro	Jackson									450								
k Park	Cook										-				1			~
ney towa	Richland			77.00		1	1				1	3,091 0 4,737					1	
ris	Edgar									582								
rk Ridge													15,045			1		-
kin							1	1									-	
oria	Peoria															1,744		
incy	Adams									9 1,755	. 1			1		1,154		
ver Forest										1 - "	* 66		12,144		1		1	
ckford ck Island							1							1				
ck Island lom	Rock Island			1							1					3 1,311 6 1,299		
		1																
ringfield																		
erling											- 1							
reator									1									-
ylorville bana																		
(see Champaign)		14.0	.19	9 .011	7,376	6 .17	7 .011	1 3,293	1,469	9 623	3 46	3,53	6 20,085	5 .20	.014	4 1,438	10	4
aukegan limette	. Lake		1													0 1,174		38
	. Cook	17.2	1 .23	3 .014	4 8,932	2 .21	1 .013	3 4,06	10 279	9 236	70		24,136	6 .24	41 554 4	6 1,403	3 10	de.

† 1940 Census. ‡ 1942 Estimate, \*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

The Table of Contents, by geographic sections, appears on page 4.

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MAY 15, 1945

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		POP	ULATI ULATI AL ES	T.			S/	EST	S-1944 TIMATE			-	EFFECT	SW		INCOM	-	44
CITY	COUNTY	Total (in	%	%	Dollars	%	%		UR STOP			Whole- sale Sales 1944	Dollars	%	%	Pe	or Capit	ta
		thou- sands)	of State	of	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of	U.S.A.	Dol-	Ratio to State	to
Winnetka	Cook	13.0	1.35					3,163		3,737	561 2,413	49,669	14,575 138,114					-
TOTAL ABOVE CI	TIES	5,264.1	69.59	4.135	3,602,389	84.96	5.232	885,751	991,185	127,677	162,094	7,909,520	8,001,252	79.15	5.390	1,520	_	-
STATE TOTAL		7,584.4		5.942	4,240,161		6.158	1,150,520	1,025,980	225,490	186,975	8,708,421	10,108,085		6.811	1,336		11

For Illinois County figures, see page 222.

#### MICHIGAN - City Data

		1	1	1	1	1	1		1			1			1	-	1		
Imma						11,832						301	5,858						102
											500	•		8,650	.12		1,201		103
ma Arthor Washbranaw 38,0 68 .027 32, 220 .37 .047 .9.187 5, 561 2, 560 2, 276 12, 046 83, 632 2, 38 .048 1, 181 133 134 tattle Cresk Calheum 48,9 .9 .10 300 80, 787 1, 220 .074 12, 120 7, 730 1, 146 2, 460 30,77 2, 242 1, 00 .040 1, 130 134 ay City Bay 6, 60 1, 10 1, 10 1, 10 1, 10 1, 10 1, 148 2, 300 31, 294 72, 242 1, 00 .040 1, 130 134 ay City Bay 6, 60 1, 10	Ipena	Alpena			.010	8,526		.012	2,753	2,075	715	564		16,213		.011	1,267	94	109
satis Cress. Calbeam. 49.9 99. 0.00 90.0797 1.29 0.07 12,192 7,930 1.469 2.400 90.077 83.399 1.15 0.00 1.70 1.21 10 10 10 10 10 10 10 10 10 10 10 10 10											2.00								158
Sentem   18.5   34   014   15.675   47   022   4.888   3.076   944   1.203   11.588   22.803   32   015   1.277   52   18.68   18.68   1.88   1.89   1.00																			143
Senten   18.5   34   014   15.675   47   022   4.888   3.078   944   1.203   11.588   22.983   32   016   1.279   52   11   1.281																			
Illiminghum   Oakland   12.2   24   010   9.514   29   014   3.451   616   826   1.018   883   14,383   20   010   1.128   84   84   84   84   84   84   84	ay City																		117
addillacis. Wesford. 10.1 19 .006 6.788 220 010 1.955 1,619 529 414 12,650 12,925 18 .006 1.260 91 14 10 14 12 15 .006 1.551 14 13 15 .006 1.552 114 13 15 .006 1.552 114 13 15 .006 1.553 114 13 15 .006 1.553 114 13 15 .006 1.553 114 13 15 .006 1.553 114 13 .006 1.006 1.006 1.006 1.006 1.006 1.006 110 .006 1.553 114 13 .006 1.006 1.006 1.006 1.006 1.006 110 .006 1.006 110 .006 1.006 110 .006 1.006 110 .006																			106
Dearborn   Wayne   8.5   1.81   .066   6.381   .19   .000   1.675   890   726   222   11,049   11,200   .15   .006   1.535   114   115										~ ~ ~									96
Destroid																			110
Netrophic   Wayne   1,875   34,87   4.73   1,398,485   41.90   2,030   295,147   277,979   71,289   2,2262,973   3,192,505   43,572   2,124   1,881   123   145,6866   1,986	oldwater	Branch	7.31	.14	.006	6,351	.19	.009	1,875	980	729	282	11,049	11,209	.15	.008	1,535	114	132
etroit. Wayne. 1,875.0 34.67 1,473 1,398,485 d.ns.0 2.030 295,147 272,879	earborn	Wayne	86.5	1.61	.068	50,887	1.52	.074	10,095	8,755	2,102	1,861	27,426	78,874	1.09	.053	912	68	78
					1.473	1,396,485	41.80	2.030	295,147	272,979		71,256	2,825,257	3,152,505	43.57	2.124	1,681	125	144
remdale. Oakland. 32.0 , 60 025 10.643 , 32 016 3, 212 693 672 544 17,005 29,373 .39 .016 887 66 71 110tt. Genesee. 151.5 2.62 119 134,571 4.03 196 35,343 20,257 4,761 7,262 181,062 225,071 3.11 .152 1,468 110 12 12 12 14 12 12 12 14 12 12 12 14 12 14 15 14									3,172	3,283	500	357		18,136	.25	.012	1,395	104	120
Second Register   164.3   3.06   129   151.164   4.52   220   34.605   24.703   3.900   7.863   184.011   244.856   3.02   172   1.615   115   137   137   138													17,050					66	76
Careste Pointe   Wayne																			127
Anniramek Wayne 48.8 99 .088 37,737 1.13 .009 3,222 " * 868 6,900 .09 .008 1.113 83 92 14 famintamek Wayne 48.8 99 .038 37,737 1.13 .0055 7.741 3,223 1.072 1.000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .83 .041 1,231 92 19 14 1,000 38,540 60,220 .042 1,243 1,77 60,000 1,0	sand Danida	Vont	104.0	2 00	100	151 101	4 50	220	24 007	24 702	2 000	7 000	194 011	254 255	3 50	170	1 551	118	121
Impland Park   Wayne   48.8   91   0.38   37,737   1.13   0.55   7,741   3,225   1,072   1.090   38,440   80,220   83   0.041   1,231   22   19   10   10   10   10   10   10   10							9.02			24,703	3,900		104,011					200	
										2 000	1 070		20 840					1	
Ingham   16,0   28   012   11,702   33   017   3,222   1,938   1,007   658   6,604   18,199   25   012   1,213   90   10   10   10   10   10   10   10																			
ron Mountain Dickinson 9.0 17 007 7,511 22 011 2,035 2,645 543 7,922 12,243 17 008 1,360 101 11 ronwood Gogebic 12.4; 23 010 8,860 .27 013 2,833 1,964 1,115 320 8,120 17,1971 .25 012 1,449 108 11 shpenning Marquetts 9.5 18 0.07 7,67 18 0.09 2,713 752 400 11 1,115 320 8,120 17,1971 .25 012 1,449 108 11 shpenning Marquetts 55.5 1.03 0.44 63,540 1,90 0.92 14,496 10,650 2,650 3,602 48,819 80,225 1.11 0.54 1,445 107 13 0.061 13,007 10,009 1,000																			
Tornwood	lelland	Ottawa	15.0	.28	.012	11,702	.35	.017	3,292	1,938	1,087	658	6,604	18,199	.25	.012	1,213	90	10
Shpening Marquette. 9.5 18 .007 5,887 15 .009 2,713 762 400 14,383 .20 .010 1,515 113 11 ackson. Jackson. 52.0 .97 .041 58,177 1,74 .094 13,007 10,090 1,810 2,625 32,546 95,155 1.32 .064 1,435 107 113 11 ackson. Jackson. Jackson. Jackson. 55.5 1.03 .044 63,540 1.90 .092 14,499 10,650 2,650 3,602 48,819 80,225 1.11 .054 1,445 107 113 11 and 10 ackson. Jackson. Jackson. Jackson. 55.5 1.03 .046 63,540 1.90 .092 14,499 10,650 2,650 3,602 48,819 80,225 1.11 .054 1,445 107 113 113 11 and 10 ackson. Jackson. 55.5 1.03 .046 63,540 1.90 .092 14,499 10,650 2,650 3,602 48,819 80,225 1.11 .054 1,445 107 11 and 10 ackson. Jackson. Jackson. 55.5 1.03 .015 6,177 .18 .009 4,050 762 272 385 12,042 .17 .006 843 44 10 ackson. Jackson. Jackson	ron Mountain	Dickinson	9.0	.17	.007	7,511	.22	.011	2,035	2,645	543		7,922						11
shperning.         Marquette.         9.5         18         0.07         5.887         1.6         .009         2.713         752         400         *         14,383         .20         .010         1,516         113         13 acakson.         52.0         .97         .041         58,177         1.74         .084         13,007         10,000         1,810         2,625         32,546         95,155         1.13         .034         63,540         1.90         .002         14,489         10,600         2,630         3,602         48,819         80,225         1.11         .054         1,445         107         11           analing         Ingham         00.0         1.67         .071         85,739         2.87         139         21,645         19,412         5,263         3,451         80,225         1.11         .058         44,530         80,662         151,325         2.00         .102         1,841         1,778         815         39         69,672         227         385         .12,042         .17         .008         64,44         48         48         48         48         41,1342         100         101         101         101         101         101         101         1	ronwood	Gogebic	12.4:	.23	.010	8,860	.27	.013	2,833	1,984	1,115	320	8,120	17,971	.25	.012	1,449		
ackson         Jackson         52.0         97         O41         58,177         1,74         .084         13,007         10,090         1,810         2,825         32,466         98,155         1,32         .084         1,830         136         14           Calamazoo         Kalamazoo         55.5         1,03         .044         63,540         1.90         .092         14,496         10,650         2,650         3,602         48,519         80,225         1.11         .054         1,445         107           Lancing         Ingham         90.0         1.67         707         18         .009         4,050         752         272         398         115,1         .006         643         44           Marquette         Marquette         Marquette         Marquette         15,1         .28         .012         9,657         .29         .014         3,451         1,778         815         389         9,734         20,266         .28         .014         1,342         100         100         90         2,801         1,417         8         656         65,602         2,783         1         1,518         2,833         118,331         40         .019         4,410		Marquette	9.5	.18	.007	5,887	.18	.009	2,713	752	400			14,393	.20	.010	1,515	113	13
Galamazeo         Kalamazeo         55.5         1.03         .044         63,540         1.90         .092         14,496         10,650         2,650         3,602         48,819         80,225         1.11         .054         1,445         107         12           Jansing         Ingham         00.0         1.67         .071         85,739         2.87         .139         21,645         19,412         5,263         4,833         69,882         151,325         2.00         .102         1,661         7,17         18         .006         7,006         752         272         396         .72,02         .17,006         643         444         444         444         444         1,742         100         11         12,042         .77         .006         643         44         444         446         446         40,000         2,014         3,451         1,757         815         396         .734         20,266         2.2         011         3,445         100         11,177         11,177         815         396         .72         20,113         3,451         14,000         17,177         815         398         .71         1,187         2,2331         11,180         30         30	ackson		52.0	.97	.041	58,177	1.74	.084	13,007	10,090	1,810	2,625	32,546	95,155	1.32	.064	1,830		15
Incoin Park   Wayne   19.0   3.5   0.15   6.177   18   0.09   4.060   762   272   385     12.042   1.7   0.08   643   44   Marquette   15.1   2.8   0.12   9.657   2.9   0.014   3.451   1.778   615   396   9.734   20.266   2.8   0.14   1.342   1.00			55.5	1.03	.044	63,540	1.90	.092	14,498	10,650	2,650	3,602	48,819	80,225	1.11	. 054	1,445	107	12
Incoin Park   Wayne	anelne	Ingham	90.0	1 87	071	85 720	2 97	130	21 R48	19 412	5 263	4 633	69.682	151.325	2.09	.102	1.881	125	14
Marquette Marquette 15.1 22 .012 9,867 .29 .014 3,451 1,778 815 395 9,734 20,286 .28 .014 1,342 100 11 1,011 175 1,011 1,011 175 1,011 1,0						25.00							35,502						5
Midland   12.3   .23   .010   8.700   .26   .013   2.793   * 1.167   * 2.831   11.539   .16   .006   938   70   18.800   .008													9.734						11
Monroe Monroe 20.0 .37 .016 13,311 .40 .019 4,409 2,984 744 658 5,682 27,194 .38 .018 1,300 101 11 11 11 11 11 11 11 11 11 11 11										1,770		*							-
Macomb   17.0   32   .013   13.065   .39   .019   4.110   1.892   .672   .686   7.100   .21.817   .30   .015   1.283   .95		Monroe								2,964		658							
Nount Piessant			20.0		.0.0	10,011	.40	.010	4,400	-,50.			-,						
Sabelia   Sabe	fount Clemens	Macomb	17.0	.32	.013	13,065	.39	.019	4,110	1,892	572		7,100						11
Muskegon   Muskegon   Muskegon   Muskegon   Col.   1.3   0.48   35,060   1.05   10,450   1.0450   6,171   1,341   1,565   25,036   58,080   .80   .039   955   71   .048   .								.011			615	320	15,106	5,501	.08	.004	655		
Berrien					.048			.051		6,171	1,341	1,565	25,036	58,080	.80	.039			
Shiawasee 16.0 .30 .013 11,890 .36 .017 3,551 3,306 787 414 5,890 16,172 .22 .011 1,011 75 10 10 10 10 10 10 10 10 10 10 10 10 10												470	2,200	16,627	.23	.011	1,196	-	
Port Huron. St. Clair. 32.8f .61 .026 20.259 .79 .038 8.219 6.984 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.888 1.278 14.070 54.016 .75 .038 1.847 122 13.788 1.288 1.													5,890	16,172		.011	1,011	75	8
Ventiae Oakland 78.0 1.45 .061 45,110 1.35 .065 15,242 13,178 2,259 1,805 40,525 101,001 1.40 .068 1,295 96 10 101 1.40 .068 1,295 96 10 101 1.40 .068 1,295 96 10 101 1.40 .068 1,295 97 100 1.40 .068 1,295 98 10 101 101 101 101 101 101 101 101 101	Patnakay	Emmat		11	005	7 802	94	011	1 078	2 000	879	999	4 169	8 059	ne.	,004	1,010	75	8
Control   Cont	iontice	Oakland	70.0		7.7.5.0														11
Section 17.11 32 013 18,803 56 027 2,713 844 472 470 2,100 21,156 .29 .014 1,237 92 10 10 10 10 10 10 10 10 10 10 10 10 10																			14
Reyal Oak																-			10
Saginaw					- 9														12
Saginaw	wyai van		30.0	.00	.024	20,178	.02	.000	0,044	4,011	.,110	.,000	-,010	,	.00		.,		
Sealt Ste. Marie.   10.5   2.2   10.5		Saginaw	83.1	1								4,020							
Sault Ste. Marie	St. Joseph	Berrien	10.5			6,264		4.00										-	-
Wyandotte	Sault Ste. Marie	Chippewa	17.1																
Pellanti	Traverse City		14.5	.27	.011	12,470	.37	.018	3,332			- •							
FOTAL ABOVE CI TIES	Wyandette	Wayne	35.01	.65	.027	18,974	.57	.028	6,105	1,208	1,344	1,316	5,200	42,148		2000			
UTAL ABOVE CITIES3,419.9 03.00 2.000 2,944,070 79.17 3.041 024,001 481,018 09,389 130,733,000,443 0,204,089 72.70 3.040		Washtenaw	18.5	.34	.015	10,512	.31	.015	3,611	707		733	1.120	16.503	.23	.011	892	66	
	TOTAL ABOVE CI	TIES	3,419.9	63.60	2.686	2,644,670	79.17	3.841	624,561	481,019	59,399	130,733	3,806,443	5,284,599	72.76	3.548	1,540	114	12
			-				-												41

<sup>† 1940</sup> Census. ‡ 1942 Estimate.

<sup>\*</sup>Withheld to avoid disclosure.

For Michigan County figures, see page 229.
Before using these figures, see explanation page 17.

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		LOCA	IVIL ILATIO AL ES I-1944				RETA	IL SALE	S-1944 FIMATE				EFFECT		UYING EST			44
CITY	COUNTY	Total (in	%	% of	Dollars	% of	% of			RE GROU a of dollar		Whole- sale Sales 1944	Dollars	0%	0%	Pe	r Capi	ta
		thou- sands)	of		(in thousands)		u.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	% of State	of U.S.A.	Dol-	Ratio to State	Ratio to U.S.A
Intigo	Langlade	7.5	.25	.006	8,194	.51	.012	2,128	1,460			4,122	10,012	.31	.007	1,335	121	114
Looleton	Outagamie	28.0	.94	.022	23.083	1.45	.034	5.712	5,492	1,295	925	17.917	33,323	1.03	.022	1,190	108	102
Ashland	Ashland	10.0	.34	.008	7,589	.48	.011	2,081	1,495	444		7,196	11,794	.36	.008	1,179	107	10
Beaver Dam	Dodge	11.0	.37	.009	6,595	.41	.010	1,706	939	889	340	6,132	11,437	.35	.008	1.040	95	81
Beloit	Rock	29.0‡	.97	.023	18,475		.027	6,072	2,468	1,105	1,020	4,355	30,991	.96	.021	1,069	97	9
Chippewa Falls	Chippewa	11.21	.38	.009	7,301	.46	.011	1,596	539	914	208	1,733	14,601	.45	.010	1,304	119	11:
Eau Claire	Eau Claire	34.5	1.16	.027	22,968	1.44	.033	5,102		1,524	1.076	28,114	33,793	1.04	.023	980	89	8
Fond du Lac	Fond du Lac	28.0	.94	.022	19,426		.028	4,961	3,007	813	1,340	13,546	30,391	.94	.020	1.085	99	93
Green Bay	Brown	45.4	1.53	.036	40,548		.059	9,329	7,423	1,575	1,650	78,950	66,640	2.06	.045	1,468	133	120
Janesville	Rock	23.0	.77	.018	16,848	-	1	4,898	2,711	1,422	755	36,853	28,577	.88	.019	1,242	113	10
Kenosha	Kenosha	51.5	1.73	.040	28,051	1.76	.041	9,171	3,754	1,029	1,680	11,070	57,412	1.77	.039	1.115	102	9
La Crosse	La Crosse	44.0	1.48	.034	30,405	1.91	.044	8,204	5,242		965	26,147	55,663	1.72	.038	1.265	115	10
Madison	Dane	75.7	2.55	.059	67,825		.099	15,824	12,950		4.083	59,286	112,543	3.47	.076	1,487	135	
Manitowoc	Manitowoc	28.5	.96	.022	23,581		1	8,621	4,220		70	15,004	33,141	1.02	.022	1,163	106	10
Marinette	Marinette	13.9	.47	.011	9,000		1	2,003		267	151	4,675	12,166	.38	.008	875	80	-
Marshfield	Wood	11.0	.37	.009	8,237	.52	.012	1,925	1,304	686	302	6.307	11,275	.35	.008	1.025	93	8
Milwaukee	Milwaukee	615.0	20.70		455,420			128,250				728,185		1 7 7 7	.710	1,714	156	14
Monroe	Green	6.0	.20		6,595	1		1,377	*	914	302	3,452	8,132	.25	.005	1,355	123	11
Neenah	Winnebago	11.01	1	.009	6,754			1.831		1.067	378	2,112	11,340	.35	.008	1,031	94	8
Oshkosh	Winnebago	40.7	1.37	.032				7,559	3,389		1,246			1.54	.034	1,228	112	
Racine	Racine	70.0	2.36	.055	38,808	2.43	.056	13,256	5,336	1,664	2,303	23.743	85.277	2.63	. 058	1,218	111	10
Rhinelander	Oneida	7.6	.26	.006	7,445	.47	.011	1,956			264	4,180	9.347	.29	.006	1,230	112	10
Sheboygan	Sheboygan		1.43		36,056	1				1		.,	57,822	1.78	.039	1,361	124	
Stevens Point	Portage	14.7	.49		10,152	1			- ,	444	529		14,094	.44	.009	959	87	8
Superior	Douglas	42.0	1.41	.033		1			2,613		1	35,980		1.88		1,452	132	
Watertown	Jefferson-Dodge,	11.3	.38	.009	8,798	.55	.013	2,473	1,443	838	321	7,064	13,381	.41	.009	1,184	108	10
Waukesha	Waukesha	21.7	.73	.017	13,277	.83	.019	4,789	1,251	940	623	6,963	21,303	.66	.014	982	89	8
Wausau	Marathon	26.5	.89	.021	20,765	1.30	.030	5,227		1,435	718	20,685	31,023	.96	.021	1,171	106	10
Wauwatosa	Milwaukee	28.0	.94		9,086	.57	.013					3.685			1		106	10
West Allis	Milwaukee	37.0	1.25			-	0.000	6,104		1		8,623			.027	1,076	98	
Wisconsin Rapids	Wood	14.0	.47	.011	9,288	1	1		1	724		3,205				871	79	
TOTAL ABOVE CI	TIES	1,440.2	48.46	1.131	1,028,194	64.47	1.493	288,762	176,778	39,244	44,011	1,213,902	2,054,833	63.41	1,385	1,427	130	12
			-		1,594,693	-	-											9

For Wisconsin County figures, see page 232.

# West North Central States—City Data

#### MINNESOTA — City Data

Albert Lea	Freeborn	13.0	.51	.010	11,592	.82	.017	2,770	*	1,433	*1	6,100	13,200	. 50	.009	1,015	98	87
Austin	Mower	21.8	.88	.017	13,853	.97	.020	3,608	2,072	1,539	697	5,050	17,028	.65	.011	781	75	67
Bemidji	Beltrami	8.8	.35	.007	8,611	.61	.013	2,001				6,015	7,876	.30	.005	895	86	77
Brainerd	Crow Wing	12.3	.49	.010	9,994	.70	.015	2,650		592	348	5.045	9,647	.37	.006	784	75	67
	St. Louis	102.5	4.06	.081	65,512	4.61	.095	18,880	9,160	1,944	2,553	157,746	125,635	4.78	.085	1,226	118	105
Fairmont	Martin	7.5	.30	.006	7,747	.54	.011	1,471		999	227	2,547	6,424	.24	.004	857	82	73
Faribault	Rice	10.8	.43	.008	8,381	.59	.012	1,864	1,264	802	303	9,103	8,701	.33	.006	806	77	89
Fergus Falls	Otter Tail	10.8	.43	.008	8,438	.50	.012	1,762	1,719	750	258	9,162	5,918	.23	.004	548	53	47
Hibbing	St. Louis	18.0	.71	.014	12,614	.89	.018	3,437	1,957	1,236	485	4,900	19,690	.75	.013	1,094	105	94
Mankato	Blue Earth	19.2	.76	.015	18,403	1.30	.027	3,454	3,218	1,670	652	2,022	23,078	.88	.016		116	103
Minneapolis	Hennepin	492.4	19.49	.387	377,146	26.56	.548	98,538	92,064	12,774	17,760	1,122,258	838,120	31.82	.563	1,698	163	146
Montevideo	Chippewa	5.2	.21	.004	6,221	.44	.009	1,282	977	526	121		7,381	.28	.005		138	122
Moorhead	Clay	9.4	.37	.007	7,661	.54	.011	2,172		618	197	7,435	8,868	.34	.008	943	91	81
	Brown	8.0	.32	.006	6,768	.48	.010	1,522	775	1,052	273	3,711	7,832	.30	.005	979	94	84
Owatonna	Stoole	8.7	.34	.007	7,042	.50	.010	1,351	•	921	227	3,316	6,941	.26	.005	798	77	68
Red Wing	Goodhue	10.0	.40	.008	7,646	. 54	.011	1,830	674	579	227	3,042	9,911	.38	.007	991	95	85
Rochester	Olmsted	27.6	1.09	.022	22,810	1.61	.033	3,984	4.010	2,328		7,027	27,896	1.06	.019	1,011	97	87
	Benton-Sherburne-											.,	,			.,		
	Stearns	24.2	.96	.019	17,669	1.24	.026	4,446	3,741	1,420	500	10,375	21,043	.80	.014	870	84	75
St. Paul	Ramsey	295.0	11.68	.232	234,780	16.54	.341	57,168	75,032	7,705	8,270	351,562	453,176	17.25	.305	1,538	148	132
So. St. Paul	Dakota	12.8	.51	.010	8,438	.59	.012	2,377	219	210	258	19,316	10,576	.40	.007	826	79	71
	Pennington	6.1	.24	. 005	6,385	.45	.009	1,248	253			8,624	5,302	.20	.004	889	84	74

† 1940 Census. † 1942 Estimate. \*Withheld to avoid disclosure.

		POPU	IVIL JLATIO AL ES 1-1944	Т.			RETA S/	EST	S—1944 IMATE				EFFECT	SX		INCOM	-	44
CITY	COUNTY	Teta :	% of	%	Dollars	%	% of			RE GROUI		Whole- sale Sales 1944	Dollars	%	% of	Pe	r Capi	ta
		thou- eands)		of	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(In thousands)	of	U.S.A.	Doi-	Ratio to State	to
Virginia	St. Louis Kendiyohi Winona Nobles	11.2 8.5 20.0 6.2	.34	.000 .007 .015	10,876 7,819 15,868 7,574	.55 1.12	.011	1,642		644 802 776 1,052	242 227 182	4,325 8,914	12,826 8,261 22,308 5,335	.85	.006	972	110 93 107 83	8
TOTAL ABOVE CI		1,170.0						228,246	201,201				1,680,971		1.133			
STATE TOTAL		2,525.8		1.984	1,419,866		2.062	350,622	235,438	132,741	50,393	2,282,868	2,627,252		1.770	1.040		

For Minnesota County figures, see page 236.

#### NORTH DAKOTA - City Data

															,		
Bismarck	Burleigh	14.0	2.61	.011]	14,119 5.75	.021	2,654	2,544	991	7291	12,725	20,116	4.01	.014	1,489	159	127
Devils Lake	Ramsey	6.2	1.15	.005	7,282 2.97	.011	1,482	1,537	686	243	4,875	7,235	1.44	.005	1,167	125	100
Fargo	Cass	29.0	5.41	.023	30,525 12.44	.044	4,950		1,596	950	88,055	58,100	11.60	.039	2,003	215	172
Grand Forks	Grand Forks	19.7	3.67	.015	21,478 8.75	.031	4,000		1,830	775	15,880	32,500	6.49	.022	1,650	177	141
Jamestown	Stuteman	9.0	1.68	.007	8,014 3.28	.011	1,647	586	699	262	4,830	10,803	2.16	.007	1,200	128	103
Minot	Ward	16.2	3.02	.013	14,962 6.10	.022	3,001		782	972	19,350	24,492	4.89	.016	1,512	162	130
TOTAL ABOVE CIT	ΓΙΕS	94.1	17.54	.074	96,378 39.27	.140	17,734	4,667	6,564	3,931	145,715	153,246	30.59	.103	1,629	174	14
STATE TOTAL		536.5		.421	245,452	.356	54,034	28,230	26,493	9,640	340,770	500,970		.338	934		80

For North Dakota County figures, see page 242.

#### SOUTH DAKOTA - City Data

				-														
Aberdeen]	Brown	16.1	2.96	.012	13,807	5.48	.020	2,889	2,600	1,053	452	18,650	20,765	4.22	.014	1,290	143	111
Huron	Beadle	10.8	1.98	.008	8,643	3,43	.013	2,214		585	•	4,025	12,668	2.58	.008	1,173	130	101
Mitchell	Davison	10.3	1.89	.008	9,807	3.90	.014	1,609	1,477	624	•	5,423	13,020	2.65	.009	1,264	140	108
Rapid City	Pennington	20.0	3.67	.018	15,205	6.04	.022	3,356		1,482	804	7,281	20,682	4.21	.014	1,034	115	89
Sioux Falls	Minnehaha	48.0	8.81	.038	41,456	16.46	.060	8,750	•	2,015	1,700	74,718	80,222	16.32	.054	1,671	185	143
Watertown	Codington	11.3	2.07	.009	10,345	4,11	.015	1,817	2,047	1,404		8,240	13,205	2.68	.009	1,169	130	100
Yankton	Yankton	7.2	1.32	.006	6,184	2.48	.009	1,177	1,424	403	•	5,543	7,409	1.51	.005	1,029	114	88
TOTAL ABOVE CI	TIES	123.7	22.70	.097	105,447	41.88	.153	21,812	7,548	7,566	2,956	123,880	167,971	34.17	.113	1,358	150	116
STATE TOTAL		545.0		.428	251,800		.366	56,968	25,733	28,922	10,581	234,007	491,555		.331	902		77

For South Dakota County figures, see page 240.

#### I O W A — City Data

Ames	Stery	12.5		.010	12,156		.018	2,943	1,522	1,235	402	3,720	15,911	.63	.011	1,273	115	109
Atlantic	Cass	5.8	. 25	.005	6,720	.54	.010	1,419	684	767	185	2,355	7,190	. 28	.005		112	106
Boone	Boone	12.0	.52	.009	9,392	.76	.014	2,268	975	923	278	3,168	13,754	.55	.009	1,146	104	96
Burlington	Des Moines	33.0	1.44	.026	19,298	1.56	.028	5,349	3,129	1,027	927	21,050	37,741	1.50	.025	1,144	103	98
Carroll	Carrell	8.0	.22	.004	6,146	.50	.009	952	667	559	124	4,561	5,950	.24	.004	1,190	107	102
Cedar Falls	Black Hawk	10.0	.44	.008	6,589	.53	.010	1,766		819	263		11,066	.44	.007	1,107	100	95
Cedar Rapids	Linn	67.0	2.92	.053	53,970	4.35	.078	10,637	10,605	2,986	3,213	68,480	119,945	4.76	.081	1,790	162	153
Centerville	Appanaose	8.4	.37	.007	6,342	.51	.009	1,679		442	294		8,346	.33	.006	944	90	85
Charles City	Floyd	8.8	.38	.007	6,282	.51	.009	1,523	650	637	216		7,534	.30	.005	856	77	73
Cherokee	Cherokee	7.2	.31	.006	6,055	.49	.009	1,471		741	185	1,830	6,200	.25	.004	861	78	74
Clinton	Clinton	30.5	1.33	.024	17,969	1.45	.026	4,968	2,787	1,014	603	7,050	42,191	1.67	.028	1,383	125	119
Council Bluffs	Pottawattamie	41.4	1.81	.033	21,502	1.73	.031	6,474	2,924	1,092	1,159	18,870	50,089	1.99	.034	1,210	109	104
Davenpert	Scott	72.5	3.16	.057	51,450	4.15	.075	12,265		2,548	1,972	88,412	118,157	4.69	.080	1,630	147	140
Des Moines	Polk	170.0	7.41	.133	122,582	9.88	.178	26,585	26,500	6,475	7,520	257,548	320,778	12.73	.216	1,887	170	162
Dubuque	Dubuque	48.7	2.12	.038	29,566	2.38	.043	6,837	7,524	1,781	726	37,655	61,145	2.43	.041	1,256	113	108
Fort Dodge	Webster	22.9	1.00	.018	22,152	1.79	.032	4,154	4,549	1,326	664	27,762	33,765	1.34	.023	1,475	133	128
Fort Madison	Lee	15.0	.85	.012	9,498	.77	.014	2,579	1,385	455	417	2,100	15,640	.62	.011	1,043	94	89
Iowa City	Johnson	16.5	.72	.013	17,546	1.41	.025	3,929		1,508	711	5,268	20,048	.79	.014	1,215	110	104
Keokuk	Lee	16.0	.70	.012	6,599	. 53	.010	1,748	804	312	278	3,681	18,402	.73	.012	1,150	104	99
Marshalltown	Marshall	16.5	.72	.013	16,701	1.35	.024	4,033		1,183	324	16,244	20,923	.83	.014	1,268	114	109
Mason City	Cerro Gordo	28.0	1.13	.020	23,481	1.89	. 034	4,656		1,989	942	30,405	36,387	1.44	.025	1,400	128	120
Muscatine	Muscatine	18.2	.79	.014	12,593	1.01	.018	3,393	1,881	1,040	324	9,446	22,109	.88	.015	1,215	110	104
Newton	Jasper	15.0		.012	7,731	.62	.011	1,835		897	340	1,570	15,057	.60	.010		91	88
Oelwein	Fayette	7.3	.32	.006	6,372		.009	1,316	838	494	170	1,849	9,170	.36	.006	1,256	113	108
Oakelopea	Mahaska	10.5		.008	9,649	.78	.014	1,766		728	402	5,936	12,150	.48	.008		105	99

\*Withheld to avoid disclosure.



#### IOWA — City Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		LOC	IVIL JLATI AL ES 1-1944	Т.			RET/	SALE	S-1944 TIMATE				EFFECT	SH		INCO		144
CITY	COUNTY	Total (in	% of	%	Dollars	%	%			RE GROU		Whole- sale Sales 1944	Dollars	%	0%	P	er Capi	ta
		thou- sands)		of	(in thousands)	of State	u.s.A.		General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	Of	of U.S.A.	Dol-	Ratio to State	Ratio to U.S.A.
Ottumwa Shenandoah Sieux City	Wapello Page Woodbury	35.0 7.2 76.6	.31	.006	19,902 8,985 64,861	.72	013	5,297 1,454 14,560	1,265	1,378 819 4,178	942 355 4,130	3,580	11,879	1.59 .47 8.35	.008	1,650		141
Storm Lake	Clay Buena Vista	8.6 5.5	.29	.005		.72	.013	1,385		1,053 767	340 170	4,875			.006	1,355	123	116
Waterloo. Webster City	Black Hawk Hamilton	60.0 6.6		.047	,			9,849 1,489		2,238 650	1,700 201	33,145 5,140					0.000	
TOTAL ABOVE CI	TIES	894.2	38.98	.702	887,455	53.79	.969	151,880	77,735	44,057	30,477	952,064	1,347,343	53.45	.908	1,507	136	125
STATE TOTAL		2,276.9		1.789	1,240,815		1.802	284, 190	150, 202	147,260	48,577	1,423,702	2,520,614		1.698	1,107		95

\*Withheld to avoid disclosure.

For Iowa County figures, see page 243.

Before using these figures, see explanation page 17.



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NEBRASKA - City Data

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		LOC	ULATI AL ES 1-1944	T.			S/	EST	S-1944 TIMATE				EFFECT	S/		INCO		164
CITY	COUNTY	Total (in	%	%	Dellars	(in of of sande) State U.S.A. Food General Bidg Drug							Dollars	%	% of	P	er Capit	A
		thou- sands)	of	of	(in thousands)	of		Food	General Mdse.		Drug		(in thousands)	of	U.S.A.	Dol-	Ratio to State	Ratio tn U.S.A.
Beatrice	Gage	10.7			8,928	1.40	.013	2,553	1,563	660	680	5,140	13,632	1.03	.009	1,274	113	109
Columbus	Platte	7.0			7,008		0	2,010		515	380	3,400	8,161	.62	.005	1,166	104	100
Fremont	Dodge	13.6			10,832			2,754		700	440	6,975	16,262	1.23	.011	1,196	107	102
Grand Island	Hall	24.0		.019	16,048		.023		3,816	1,254	700	25,000		2.05	.018	1,126	100	97
Hastings	Adams	19.9	1.69	.016	11,648	1.82	.017	3,216	2,355	726	520	13,311	21,476	1.63	.015	1,079	96	93
Kearney	Buffalo	10.7	.91	.008	8,416	1.32	.012	1,789		977	380	4,665	13,528	1.02	.009	1,264	113	108
Lincoln	Lancaster	87.0	7.40	.068	58,283	8.81	.082	13,530	14,586	1,794	2,784	63,078	121,030	.916	.082	1,391	124	119
McCook	Red Willow	7.8	.86	.006	6,880	1.08	.010	1,548	1,340	356	300	4,433	10,084	.76	.007	1,293	115	111
Norfolk	Madison	10.1	.86	.008	9,648	1.51	.014	2,271	2,132	818	300	8,312	12,421	.94	.008	1,230	110	105
North Platte	Lincoln	12.4	1.05	.010	12,624	1.98	.018	3,216	1,989	792	700	8,310	14,374	1.09	.010	1,159	103	99
Omaha	Douglas	226.3	19.24	.178	179,265	28.07	.260	50,161		6,748	9,286	740,597	435,130	32.94	.293	1,923	171	165
Scottsbluff	Scotts Bluff	12.5	1.06	.010	14,064	2.20	.021	3,178	2,598	1,214	580	8,050	17,516	1.33	.012	1,401	125	120
TOTAL ABOVE CI	TIES	442.0	37.58	.347	341,644	53.50	.496	86,224	31,516	16,544	17,030	891,271	710,635	53.80	.479	1,608	143	138
STATE TOTAL		1,176.2		.924	638,545		.928	175,437	86,200	54,871	31,640	1.074.575	1,320,982		.891	1,123		96

For Nebraska County figures, see page 246.

	_			_	-			
K	A	N	S	A	S	_	City	Data

	Cowley	14.5	.86	.011]	10,740	1.07	.016	2,898	2,456	483	414)	11,250	18,612	.93	.013	1,284	108	110
	Atchison	12.7	.75	.010	9,640	.96	.014	2,795		457	470	12,085	15,193	.76	.010	1,196	100	103
Chanute	Neosho	10.1	.60	.008	8,460	.85	.012	2,236	•	431	301	2.835	12,607	.63	.008	1,248	105	107
Coffeyville	Montgomery	21.0	1.24	.016	13.320	1.33	.019	3.726	2,502	692	564	7,950	24,493	1.22	.017	1,166	98	100
Dedge City	Ford	8.5	.50	.007	10,820		.018	2,422	2,731	483	414	6,746	11,598	.58	.008	1,364	114	117
El Dorado	Butler	10.5	.62	.008	9,860	.99	.014	2,484	1,331	548	113	3,324	13,060	.65	.009	1,244	104	107
Emporia	Lyon	12.2	.72	.010	13,560	1.36	.020	3,271		874	<b>7696</b>	8,254	16,532	.83	.011	1.355	114	118
Fort Scott	Bourbon	10.6	.63	.008	9,080	.91	.013	2,256	941	535	395	3,880	13,627	.68	.009	1,286	108	110
Garden City	Finney	7.0	.41	.005	8,320	.83	.012	1,656	849	548	226	3,000	8,673	.43	.006	1,239	104	106
	Barton	12.9	.76	.010	9,920	.99	.014	2,175	2,043	522	395	3,922	15,996	.80	.011	1,240	104	108
Hutchinson	Reno	33.8	1.99	.027	32,320	3.23	.047	6,500	6,541	2,205	1,203	58,750	46,103	2.30	.031	1.364	114	117
Independence	Montgomery	12.2	.72	.010	10,720	1.07	.016	2,939	1,538	561	357	7,150	15,481	.77	.010	1,269	106	109
Kansas City	Wyandotte	135.0	7.97	.106	74,433	7.44	.108	20,923	7,496	2,886	2,880	99,043	182,250	9.11	.123		113	118
Lawrence	Douglas	17.5	1.03	.014	14,680	1.47	.021	3,436		783	714	6,811	21,146	1.06	.014	1,208	101	104
Leavenworth	Leavenworth	22.5	1.33	.018	13,540	1.35	.020	3,415	•	705	658	5,625	24,782	1.24	.017	1,101	92	94
McPherson	McPherson	7.1	.42	.008	8,240	.82	.012	2,029	941	731	470	5,250	9,497	.48	.006	1,338	112	115
Manhattan	Riley	13.6	.80	.011	12,660		.018	2,981		874	620	8,913	18,303	.92	.012		113	115
Newton	Harvey	11.1	.86	.009	9,860	.99	.014	2,525	1,652	522	207	3,011	13,617	.88	,009	1,227	103	105
	Franklin	11.0	.65	.009	8,560	.88	.013	2,194	.,	574	432	5.922	14,430	.72	.010		111	112
Parsons	Labette	19.0	1.12	.015	10,680	1.07	.016	2,608	1,744	574	451	12,691	19,838	.99	.013		88	89

\*Withheld to avoid disclosure.

		POPL	IVIL JLATI AL ES 1-1944	T.			RETA		S-1944 TIMATE				EFFECT	SH		INCOM		44
CITY	COUNTY	Total (in	%	% of	Dollars	%	% of		UR STOP			Whole- sale Sales 1944	Dollars	%	%	Pe	r Capi	ta
		thou- sands)	of State		(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of	u.S.A.	Dol-	Ratio to State	Ratio to U.S.A.
Pittsburg	Crawford	18.0			15,840 21,800			3,974 4,844		718	696 978	17,700 46,920		1.24	.017	1,378	116 115	
Tapaka	Shawnee		4.49		63,260	10000	.092	15,805	1		2,995	49,201		7.51	.101	1,977	166	169
Wichita	Sedgwick	184.1	10.87	.145	159,720	15.96	.232	31,105	23,126	6,272	6,910	173,646	339,366	16.97	.229	1,843	155	
Winfield	Cowley	10.0	.59	.008	9,520	.95	.014	2,110	•	. 666	320	6,381	14,430	.72	.010	1,443	121	124
TOTAL ABOVE CI	TIES	720.9	42.56	. 566	569,353	56.91	.827	133,307	69,006	27,534	23,879	570,260	1,086,014	54.29	.732	1,506	126	129
STATE TOTAL		1,678.4		1.318	1,000,493		1.453	248,022	114,389	67,413	40,762	1,067,278	2,000,210		1.348	1,192		102

For Kansas County figures, see page 250.

#### MISSOURI - City Data

Case Girardeau	Cape Girardeau	19.4	.54	.015	12,620	.79	.018	2,755	2,118	940	810	6,950	26,423	.72	.018	1,362	131	117
Carthage	Jasper	11.5	.32	.009	6,514	.41	.009	1,932	905	572	430	1,660	15,454	.42	.011	1,344	129	115
Clayton	St. Louis	13.1	.37	.010	10,518	.66	.015	6,434	235	419	860	•	15,214	.42	.010	1,161	112	99
Columbia	Boone	21.8	.61	.017	14,495	.90	.021	3,377	2,281	1,245	1,192	4,925	26,183	.72	.018	1,201	116	103
Hannibal	Marion	20.5	.58	.016	10,688	.67	.016	3,226		533	629	6,223	20,710	.57	.014	1,010	97	87
Independence	Jackson	21.0		.016	11,604	.72	.017	3,259	2,082	686	1,076	3,100	36,466	1.00	.025	1,736	167	149
Jefferson City	Cole	20.7	.58	.016	14,438	.90	.021	3,713	*	876		5,085	22,757	.62	.015	1,099	106	94
Joplin	Newton-Jasper	40.6	1.14	.032	25,930	1.62	.038	5,141	5,575	1,308	1,274	46,250	59,480	1.62	.040	1,465	141	126
Kansas City	Jackson	431.7	12.10	.335	364,500	22.77	.530	73,515	115,365	10,453	27,250	1,318,573	705,330	19.26	.475	1,634	157	140
Kirksville	Adair	10.0	.28	.008	7,021	.44	.010	1,798		749		4,605	12,402	.34	.009	1,240	119	106
Maplewood	St. Louis	12.9	.37	.010	11,886	.74	.017	4,486	778	191	712	1,525	17,007	.46	.011	1,318	127	113
Mexico	Audrain	9.3	.26	.007	5,711	.36	.008	1,814		432	331	1,505	11,120	.30	.007	1,196	115	102
Moberly	Randolph	12.9	.36	.010	6,909	.43	.010	2,066	1,412	470	381	4,875	15,204	.41	.010	1,179	113	101
No. Kansas City;	Clay	2.8	.08	.002	6,077	.38	.009	924		483	*		4,757	.13	.003	1,699	164	148
Peplar Bluff	Butler	12.8	.36	.010	7,148	.45	.010	1,579	1,158	533	381		13,119	.36	.009	1,025	99	88
St. Joseph	Buchanan	70.0	1.96	.054	42,357	2.65	.062	10,327	8,280	2,655	4,030	79,427	95,073	2.60	.064	1,358	131	116
St. Louis	St. Louis	830.0	23.27	.645	516,635	32.28	.750	125,430	128,295	13,215	23,650	2,014,248	1,415,242	38.66	.954	1,705	164	148
Sedalia	Pettis	20.4	.57	.016	10,998	.69	.016	2,738		711		7,850	17,626	.48	.012	864	83	74
Sikeeton	Scott	10.0		.008	5,640	.35	.008	1,378	796	711	331		8,851	.24	.008	885	85	78
Springfield	Greene	64.9	1.82	.050	42,720	2.67	.062	10,520	8,556	3,420	3,085	52,430	78,948	2.16	.053	1,216	117	104
University City	St. Louis	33.0	.93	.026	8,813	.55	.013	5,326	253	178	1,274	1,842	49,501	1.35	.033	1,500	144	129
Webster Grove	St. Louis	20.4	.57	.016	8,587	.54	.013	3,830	308	292	728		19,626	.54	.013	962	93	82
TOTAL ABOVE CI	TIES	1,709.7	47.94	1.328	1,151,809	71.97	1.673	275,588	278,397	41,072	68,424	3,561,073	2,686,493	73.38	1.810	1,571	151	135
STATE TOTAL		3,524.5		2.769	1,600,360		2.324	402,270	322,920	87,036	95,165	3,912,680	3,660,853		2.466	1,039		88

For Missouri County figures, see page 256.

#### South Atlantic States—City Data

#### DELAWARE - City Data

Comment of the Commen															
Dover Kent						1,092		340	5,720	8,031	1.90	.005	1,480	122	125
Wilmington New Castle	. 118.0 42.85	.093	138,450 54.56	.198	41,502	18,740	2,490	5,080	362,320	222,053	52.61	.150	1,882	121	161
TOTAL ABOVE CI TIES	123.5 44.85	.097	150,689 60.26	.219	43,978	19,832	2,660	5,420	368,040	230,084	54.51	.155	1,863	132	160
STATE TOTAL	. 273.6	.215	250,074	.363	67,574	22,284	7,623	7,115	420,813	422,042		.284	1,542		131

For Delaware County figures, see page 262.

#### IT MAY SOUND REPETITIOUS, BUT--

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 17 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all county and city figures.

T

		POPI	ULATION AL ES	Т.			RET/A	EST	S-1944 TIMATE				EFFECT		UYING EST			144
CITY	COUNTY	Total (in	%	%	Dollars	%	%			RE GROU		Whole- sale Sales 1944	Dollars	%	% of	P	er Capit	a
		thou- sands)	of	of	(in thousands)	of	U.S.A.	Food	General Mdss.	Lum,- Bldg,- Hdwre.	Drug		(in thousands)	of	U.S.A.	Doi-	Ratio to State	Ratio to U.S.J
Annapolis	Anne Arundei	13.7 988.0	.69	.011	21,761 783,044			6,642 234,928		1,100 13,545	881	510 1,430,301	16,017 1,665,063	.62 64.55		1,169	90	10
Cambridge	Dorchester	10.11		.008	11,633		.017	2,829		861	*	7,608	14,312	-		-,		14
Cumbertand	Aflegany	43.0	2.17	.034	39,413	-	.057	12,048		1,662	1,765			2.53		1,518		13
Easton	Talbot	4.7	.24	.004	10,176	.78	.015	1,993	846	424	677		7,395	.29	.005	1,573	121	11
Frederick	Frederick	18.0	.81	.012	28,155	1.99	.038	5,929	3,559	768	779	11,292	20,807	.81	.014	1,300	100	11
lageretown	Washington	38.0	1.92	.030	40,913	3.12	.059	9,274	5,729	1,100	1,312	35,665	52,823	2.04	.038	1,390	107	1
Hyatteville	Prince Georges	6.6	.33	.005	9,917	.78	.014	2,042	347		430		10,055	.40	.007	1,523	117	11
Saliebury	Wicomico	13.5	.68	.011	24,487	1.87	.036	4,207			•	18,880	19,772	.77	.013	1,465	113	1
TOTAL ABOVE CI	TIES	1,133.6	57.16	.891	967,499	73.81	1.405	279,892	230,158	19,460	39,367	1,536,106	1,871,538	72.58	1.262	1,651	127	1
STATE TOTAL		1,983.1		1.558	1,311,048		1,904	391.547	251,925	42,504	50,000	1,703,145	2,579,447		1.738	1,301		1

§ Independent City.

For Maryland County figures, see page 262.

#### DISTRICT OF COLUMBIA

Washington	817.0	.642	804,836	1.189 214,489	171,958 1	17,327 52,765	818,790	1,551,128	1.045	1,899	183
									1		

For District of Columbia County figures, see page 264.

#### VIRGINIA - City Data

Alexandria	Arlington	33.5†	1.21	.026	26,560	2.30	.039	7,779	3,087	1,714	1,424	64,725	48,986	1.87	.032	1,404	155	120
§§Bristol	Washington	14.4	.52	.011	9,594	.83	.014	1,529	1,512	819	448	19.672	12,482	.50	.008	867	96	74
{Charlottesville	Albemarie	22.2	.80	.018	22,932	1.99	.033	4,876	3,045	1,210	1,268	12,043	32,032	1.27	.021	1,443	159	124
Covington	Alleghany	6.31	.23	.005	7,956	.69	.012	2.090	1,449	290	351	5,795	9,118	.36	.006	1,447	160	124
{Danville	Pittsylvania	31.9	1.15	.025	28,296	2.48	.041	5,437	6,909	781	1,404	83,050	43,755	1.74	.029	1,372	151	118
§Fredericksburg	Spotsylvania	10.8	.39	.009	13,932	1.21	.020	2,806	2,029	867	655	10,325	12,144	.48	.008	1,124	124	96
§Hampton	Elizabeth City	7.51	.27	.006	7,866	.68	.011	1,645	651	390	370	3,650	8,166	.32	.006	1,089	120	93
§Harrisonburg	Rockingham	8.2	.29	.007	14,382	1.25	.021	1,806	3,738	806	565	10,500	12,015	.48	.008	1,470	162	126
§Lynchburg	Campbell	43.3	1.56	.034	37,664	3.27	.055	6,090	5,940	1,350	1,635	58,132	69,250	2.76	.047	1,600	176	137
§Martinsville	Henry	12.3	.44	.010	9,360	.81	.014	2,051	2,226	214	449	7,804	13,247	.53	.009	1,077	119	92
§Newport News	Warwick	67.9	2.45	.053	45,447	3.94	.088	10,500	9,450	1,710	1,675	18,115	112,320	4.47	.076	1,654	182	142
§Norfolk	Norfolk	182.2	6.58	.143	134,260	11.65	1.95	32,500	22,081	3,600	8,036	230,229	287,232	11.43	.194	1,576	174	135
§Petersburg	Dinwiddie	36.0	1.30	.028	24,948	2.17	.036	6,192	3,339	945	1,268	33,896	49,926	1.99	.034	1,387	153	119
{Portsmouth	Norfolk	62.7	2.26	.049	37,927	3.29	.055	12,474	2,939	2,310	2,024	9,734	93,204	3.71	.063	1,487	164	127
§Richmond	Henrico	224.0	8.09	.176	203,373	17.64	.295	45,660	42,252	4,860	10,335	448,290	403,134	16.04	.272	1,800	198	154
{Roanoke	Roanoke	73.0	2.64	.057	54,225	4.70	.079	11,392	8,712	1,207	2,544	80,844	101,045	4.02	.068	1,384	152	119
{Staunton	Augusta	14.0	.51	.011	14,418	1.25	.021	2,651	2,688	529	682	14,902	15,730	.63	.010	1,124	124	98
{Suffolk	Nansemond	13.1	.47	.010	12,654	1.10	.018	2,070	3,759	529	449	24,158	18,058	.72	.012	1,378	152	118
§Winchester	Frederick	11.5	.42	.009	14,400	1.25	.021	2,786		1,159	702	11,805	17,004	.68	.011	1,479	163	127
TOTAL ABOVE CI	TIES	874.8	31.58	.687	720,194	62.48	1.046	162,134	127,881	25,290	36,284	1,147,667	1,356,848	54.00	.914	1,551	171	133
STATE TOTAL		2,769.7		2,175	1,152,758		1.675	284.642	160,247	49.033	53.160	1,351,900	2,512,740		1.693	907		78

§§ See also Bristol, Tenn. § Independent City. † 1940 Census. \$ 1942 Estimate.

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.
For Virginia County figures, see page 264.

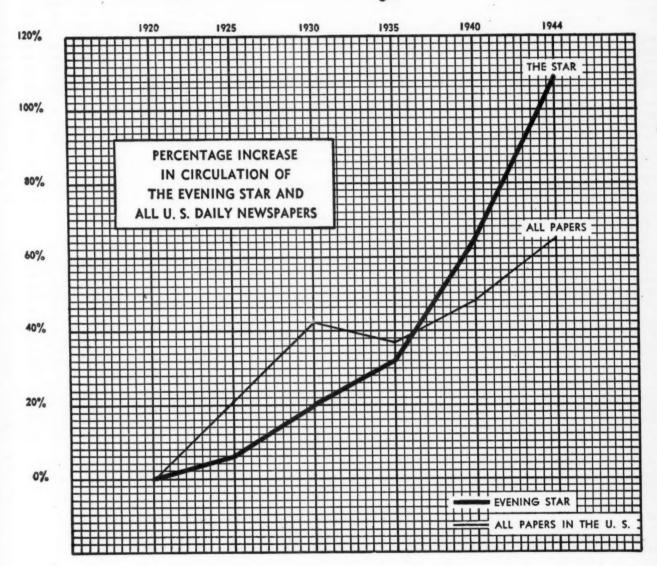
#### LOOK BEFORE YOU LEAP!

If any of the figures on these pages seems confusing or incomprehensible, you must have skipped the introductory explanation beginning on page 17. Reading it before you attempt to use these data is cheaper and quicker than wiring the editors, who will just refer you to those same pages anyway.

# This is no Wartime Phenomenon —

Either !

With Apologies to Paul Block and Associates



Total circulation of American daily newspapers during the past 25 years has increased over 65%—a truly remarkable gain. But during that same period the circulation of The Washington Evening Star has increased—with a constantly upward curve—by more than 109%! No, this is

not a wartime phenomenon. It is an unmistakable indication of the steadily growing appreciation of newspapers generally and—in Washington—of The Star in particular.



NEW YORK 17: DAN A. CARROLL, 110 E. 42nd St. AShland 4-8690 CHICAGO 11: J. E. LUTZ • Tribune Tower • Superior 4680

Ratio to J.S.A.

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,		POPU	IVIL JLATIO AL ES 1-1944				RETA	SALE EST	S—1944 IMATE				EFFECT	SW.		INCO		144
CITY	COUNTY	Total (in	9/0	%	Dollars	%	%			E GROU		Whole- sale Sales 1944	Dollars	0%	0%	P	er Capi	ta
	7	thou- sands)	% of State		(in thousands)	of	of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of State	% of U.S.A.	Dot-	Ratio to State	Ratio to U.S.A.
Beckley	Raleigh	13.0	.75	.010	15,743	2.47	.023	3,077	1,848	1,016		17,106	15,021	1.14	.010	1,155	152	99
§Bluefield	Mercer	19.5	1.13	.015	15,331	2.41	.022	2,992	3,432	241		31,348	23,112	1.75	.015	1,185	156	102
Charleston	Kanawha	70.0	4.04	.055		11.85	.110	15,354	13,616	3,086	3,134	125,318	115,335	8.73	.078	1,648	217	141
Clarkeburg	Harrison	30.6‡	1.77	.024				5,967	5,016	1,257	1,032	33,659	38,750	2.79	.025	1,201	158	103
Elkina	Randolph	8.1†	.47	.006	7,129	1.12	.010	1,802		•	378	3,770	8,792	.67	.006	1,085	143	93
Fairmont	Marion	23.01	1.33	.018	17,396	2.73	.025	4,658	2,851	1,003	722	13,405	25,252	1.91	.017	1,098	144	94
Huntington	Cabell-Wayne	82.0	4.73	.065	53,698	8.44	.078	11,590		2,688		73,741	103,903	7.88	.070	1,267	166	109
Logan	Logan	5.2	.30	.004	8,400	1.32	.012	1,479	1,514		327	5,552	6,258	.47	.004	1,203	158	103
Martinsburg	Berkeley	15.6	.90	.012	9,211	1.45	.014	2,261			550	15,494	16,374	1.24	.011	1,050	138	90
Morgantown	Monongalia	20.0	1.16	.016	15,897	2.50	.023	4,048	3,045	508	•	750	24,100	1.83	.016	1,205	158	
Parkersburg	Wood	29.3	1.69	.023	23,393	3.68	.034	6,086	4,770	1,054	1,084	21,000	35,100	2.66	.024	1,198	157	100
Welch	McDowell	6.3	.36	.005	7,619	1.20	.011	1,394	1,355	292	310	2,811	6,767	.51	.005	1,074	141	92
Wheeling	Ohio	63.0	3.64	.050	47,685	7.50	.069	11,264		936	2,112	77,785		6.83	.060			12
Williamson	Mingo	8.4	.48	.007	7,482	1.18	.011	1,649	282		344	9,702		.65	.006	1,015	133	
TOTAL ABOVE CI	TIES	394.0	22.75	.310	328,089	51.57	.477	73,619	37,729	12,081	9,993	431,441	515,131	39.06	.347	1,307	172	11
STATE TOTAL		1,732.1		1,361	636,157		.924	160,437	101,525	25,354	22,800	525,222	1,318,757		.889	761		65

§Combined population of Bluefield City (Mercer County, W. Va.) and Bluefield Town (Tazewell County, Va.)

For West Virginia County figures, see page 268.

#### NORTH CAROLINA - City Data

		3.347.5		2 020	1,097,330		4 000	040 000	170 440	47.076	AF 000	1 700 007	2,425,004		1 024	704		
TOTAL ABOVE CI	TIES	896.0	26.76	.704	610,165	55.61	.886	121,176	101,211	21,360	23,540	1,200,852	1,071,901	44.20	.722	1,196	165	10
Winston-Salem	Forsyth	77.4	2,31	.061	46,720	4.26	.068	8,610	9,662	2,200	2,135	86,621	120,374	4.96	.081	1,555	215	13
Wilson	Wilson	22.4	.67	.018	13,605	1.24	.020	2,292	2,338		605	,	22,391	.92	.015		132	1
Wilmington	New Hanover	70.0	2.09	.055	25,301	2.31	.037	5,119			*	44,505	69,463	2.88	.047	992	137	8
Statesville	Iredell	11.4	.34	.009	8,133		.012	2,006	1,651	410	378	6,240	9,385	.39	.006	823	114	7
Shelby	Cleveland	16.2	.48	.013	10,062	.92	.015	1,795	2,258	•	•	8,305	11,416	.47	.008	705	97	
Salisbury	Rowan	19.0	.57	.015	19,075		.028	3,629	3,321	1,203	907	16,850	20,986	.87	.014		153	9
Rocky Mount	Edgecomb-Nash	26.0	.78	.020	16,805		.024	3,725	3,046	742	850		25,733	1.06	.017	990	137	8
Reidsville	Rockingham	10.1	.30	.008	7,207	.66	.010	1,757	1,179	488	359		9,097	.38	.006	901	124	7
Raleigh	Wake	53.2	1.59	.042	33,886		.049	4,960	5,409	946	1,812		62,400	2.57	.042		162	10
New Bern	Craven	23.0	.69	.018	8,703	.79	.013	1,986		•	•		19,653	.81	.013	854	118	7.
Lumberton	Robeson	5.8†	.17	.005	7,998	.73	.012	1,337	1,317	525	265	13,175	4,897	.20	.003	844	117	77
Lexington	Davidson	10.5†	.31	.008	7,035	.64	.010	1,757	1,098	256	284		8,711	.36	.006	830	115	7
Kingston	Lenoir	18.3	.55	.014	12,694	1.16	.018	2,139	3,675	•			15,987	.66	.011	961	133	83
High Point	Guilford	40.0	1.19	.031	22,790		.033	5,598	3,083	1,024	1,323	22,500	46,418	1.92	.031	1,160	160	91
Hickory	Catawba	18.0	.54	.014	11,369	1.04	.016	2,349	2,171	525	397	6,715	15,775	.65	.011	876	121	7
Handersonville	Henderson	6.0	.18	.005	7,912	.72	.011	1,891	963				6,842	.28	.005	1,140	157	9
Henderson	Vance	7.7	.23	.006	9,047	.82	.013	1,433	1,631	384	•	17,610	6,006	.25	.004	775	107	86
Greenville	Pitt	14.0	.42	.011	11,558	1.05	.017	2,139	2,247	435	302	63,248	12,584	.52	.008	899	124	7
Greensboro	Guilford	64.0	1.91	.050	47,430		.069	9,361	9,400	1,100	2,035	,	92,230	3.80	.062	1,441	199	12
Goldsboro	Wayne	30.0	.90	.024	13,502	1.23	.020	2,502	3,085	1,126	435	15,300	22,620	.93	.015	754	104	65
Gastonia	Gaston	22.0	.66	.017	15,033	1.37	.022	3,705	2,849	. 832	454	36,158	21,076	.87	.014	958	132	82
Fayetteville	Cumberland	42.0‡	1.25	.033	15,497	1.41	.022	3,037	2,666	486		10,550	35,320	1.46	.024	841	116	71
Elizabeth City	Pasquotank	15.5	.46	.012	7,448	.68	.011	1,948	1,218	•	227	7,761	13,457	.55	.009	868	120	74
Durham	Durham	70.0	2.09	.055	54,024	4.92	.078	10,872		1,490	2,472	78,700	103,336	4.26	.070	1,476	204	127
Concord	Cabarrus	16.0‡	.48	.013	11,644	1.06	.017	2,941	2,435	819	435	7.580	11,387	.47	.008	712	98	61
Charlotto	Mecklenberg	108.0	3.17	.083	93,722	8.54	.136	16,426	21,431	3,625	4,300	387,850	170,482	7.03	.115	1,608	222	138
Burlington	Alamance	24.5	.73	.019	16,151	1.47	.023	3,285	2,550	717	775	12,850	22,687	.94	.015	926	128	79
Asheville	Buncombe	53.0	1.58	.042	48,016	4.38	.070	11,700	9,310	1,082	2,450	35,131	87,176	3.59	.059	1,645	227	141
	Stanly	4.0	.12	.003	7,998	.73	.012	879	1,218	947	340		4,012	.17		1,003	139	88

† 1940 Census. 1 1942 Estimate. \*Withheld to avoid disclosure.

For North Carolina County figures, see page 270. Before using these figures, see explanation page 17.

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11 18 11

15 12 13

12

	Population*	E	ffec	tive	Buying	Income*
Greensbor	o 64,000	 			\$92	,230,000
Guilford (	Co 150,600	 			\$424	,384,000
Trade Ar	ea532,700.	 			\$163	3,050,000

Handsomely Covered by the GREENSBORO, N. C.

# NEWS and RECORD

MORNING and SUNDAY

**EVENING EXCEPT SUNDAY** 

National Representatives-JANN & KELLY, INC.

For complete detailed information on this "Must" market request our statistical booklet,

\* Compiled by SALES MANAGEMENT

market request our statistical booklet,
"GREENSBORO—2nd Market in the CAROLINAS"

Again In 1944,

# NORTH CAROLINA WAS 3RD IN THE NATION!

#### IN TOTAL RECEIPTS FROM CROPS

North Carolina farmers received a total of \$504,044,000 for their crops last year, second only to Texas and California. \$334,250,000, or two-thirds of the total receipts, was realized from the sale of TOBACCO!

With a coverage of the principal tobacco producing counties of this prosperous state, The News and Observer offers alert advertisers a potential that can't be overlooked. Ask us, or a Branham man, for complete information.

# The News and Observer

Josephus Daniels, Publisher

Raleigh, North Carolina

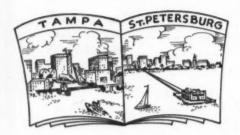
85,903\*

\*A.B.C. Audit Report, 12 months ending Dec. 31, 1944. sunday circulation 86,802\*

Represented Nationally by THE BRANHAM COMPANY

#### The Second Largest Market in Florida

# TAMPA-ST. PETERSBURG



The three largest metropolitan markets of Florida are Miami, Tampa-St. Petersburg, and Jacksonville in the order named. The Tampa-St. Petersburg market is a close second in Retail Sales and Effective Buying Income. Here are the figures for 1944:

	RETAIL SALES	E. B. INCOME
Miami	\$160,152,000	\$322,320,000
Tampa-St. Petersburg	129,029,000	292,873,000
Jacksonville		276,069,000

In advertising to the Tampa-St. Petersburg market, remember that 40% OF THIS MARKET IS ST. PETERSBURG. No Tampa newspaper has as much as 400 average daily circulation here. Be sure to schedule St. Petersburg newspapers.

#### ST. PETERSBURG TIMES-EVENING INDEPENDENT

Represented nationally by Theis & Simpson Company, and in Jacksonville by B. J. Obenauer, Jr.

#### SOUTH CAROLINA - City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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Clearwa Coral G

Dayton

Fort N Fort P

Gaine: Jackso

> Pana. Pensi

Sara: Talia Tam Wes Wint

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		POPL LOC	IVIL ILATIO AL ES 1-1944	T.			RETA	EST	S—1944 IMATE				EFFECT	SKI		INCOM		14
CITY	COUNTY	Total (in	% of	9%	Dollars	%	9%			RE GROUI		Whole- sale Sales 1944	Dollars	%	%	Pe	er Capit	ta
indersonharleston		thou- sands)	of State	of U.S.A.	(in thousands)	of	of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of	of U.S.A.	Doi-	to	Ratio to U.S.A.
Anderson	Anderson	21.6	1.21	.017	15,771			3,440	3,754	806	781	14,832	,	2.14	.017	1,190	178	102
	Charleston	100.0	5.59	.079				13,938	10,320	1,760	3,206			10.06	.081	1,207	180	103
Columbia	Richland	70.0	3.91	.055	54,763			10,275	9,460	1,992	2,794		,	7.98	.065	1,368	204	117
Conway	Horry	5.1†	.28	.004	7,583			1,421	2,213	294	411		5,682	.47	.004	1,114	168	95
Florence	Florence	17.0	.95	.013	16,127	2.70	.023	2,575	3,515	883	678		20,270	1.69	.014	1,192	178	102
Greenville	Greenville	38.2	2.13	.031	53,276	8.92	.077	8,475	11,344	2,158	2,360	105,924	65,642	5.47	.044	1,718	258	147
Greenwood	Greenwood	15.0	.84	.012	11,339	1.90	.017	2,637	1,541	•	534	5,220	17,988	1.50	.012	1,199	179	103
Orangeburg	Orangeburg	13.0‡	.73	.010	9,879	1.65	.014	1,998	1,649	717	411	7,820	14,435	1.20	.010	1,110	166	95
Rock Hill	York	20.3	1.13		10,965	1.83		2,760	2,582	179	493	-,	,	1.98	.016	1,167	174	
Spartanburg	Spartanburg	36.0	2.01	.028	37,180	6.22	.054	7,024	8,048	2,029	1,778	49,561	53,497	4.48	.036	1,486	222	128
Sumter	Sumter	26.5	1.48	.021	15,450	2.59	.023	3,523		2,387	1,075	658	22,584	1.88	.015	852	127	73
TOTAL ABOVE CI	TIES	382.7	20.26	.286	290,453	48.61	.422	58,066	54,246	13,205	14,521	358,609	488,010	38.83	.314	1,285	192	110
STATE TOTAL		1.789.9		1,406	597.564		.889	160.512	95,828	26,434	26 518	629 750	1,200,010		.809	670		58

For South Carolina County figures, see page 275.

#### GEORGIA - City Data

1	1		1 1	1	1	1	1	1	1	1		1		1	1	1		=
Albany	Dougherty	29.1	.98	.023	14,730	1.40	.021	2,755	3,080	828	627	28,387	27,500	1.21	.019	945	123	81
Athens	Clarke	24.5	.82	.019	16,582	1.57	.024	3,887	2,380		805	20,018	19,917	.87	.013	813	106	70
Atlanta	DeKalb-Fulton	324.0	10.89	.255	284,230	26.95	.413	48,440	96,048	11,563	12,903	925,232	438,176	19.21	.295	1,352	177	118
Augusta	Richmond	73.5	2.47	.058	37,665	3.57	.055	8,000	7,582	1,814	1,455	60,624	70,825	3.10	.048	964	126	83
Brunswick	Glynn	15.0	.50	.012	9,257	.88	.013	2,150	920	494	490	9,780	15,388	.67	.010	1,024	134	88
Celumbus	Muscoges	80.0	2.02	.047	40,205	3.81	.058	9,414		1,534	1,512	34,802	70,337	3.08	.047	1,172	153	100
Cordele	Crisp	8.0	.27	.006	6,734	.64	.010	1,170	1,000				6,845	.30	.005	856	112	73
Dalton	Whitfield	10.8	.38	.008	8,820	.84	.013	2,238	1,000			9,520	11,402	.50	.008	1,056	138	90
Decatur	De Kalb	22.0	.74	.017	8,702	.83	.013	2,786	440	247	682	785	19,152	.84	.013	871	114	78
East Point	Fulton	15.0	.50	.012	8,011	.76	.012	2,612	301	209	511		14,786	.65	.010	984	128	84
Galnesville	Hall	10.2	.34	.008	10,970	1.04	.016	2,150	1,540	520		9,300	11,155	.49	.008	1,094	143	94
Griffin	Spalding	15.2	.51	.012	11,206	1.06	.016	2,683	, .	•	455	8,522	14,358	.63	.010	945	123	81
La Grange	Troup	22.0	.74	.017	10,954	1.04	.016	2,804	1,420	637	490	9,010	21,347	.94	.014	970	127	83
Macon	Bibb	75.0	2.52	.059	48,655	4.62	.071	10,881	8,800	1,858	1,908	48,916	89,806	3.94	.061	1,197	156	101
Marietta	Cobb	17.8	.80	.014	6,787	.64	.010	1,238	820	559	350		14,118	.62	.010	793	104	61
Moultrie	Colquitt	15.0	.50	.012	7,123	.68	.010	1,789	960	559	402	8,522	10,259	.45	.007	684	89	59

† 1940 Census. ‡ 1942 Estimate, \*Withheld to avoid disclosure.

		POP LOC	CIVIL ULATI CAL ES -1-1944	T.			RETA	SALE EST	S—1944 IMATE			H	EFFECT	SH B		INCOM		44
CITY	COUNTY	Total (in	of	%	Dollars	0%	% of			E GROUI		Whole- sale Sales 1944	Dollars	%	%	Pe	er Capit	a
		thou- sands)	of State	of	(in thousands)	of		Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of	U.S.A.	Doi-	Ratio to State	Ratio to U.S.A.
Reme	Floyd	26.9	.90	.021	21,370		2000	4,025		897	822	23,350		1.23	.019	1 4 5 1 5	136	89
Savannah	Chatham	135.0	4.54	.106	72,471	6.87	.105	20,907	1 000	3,087	2,703	134,559		6.16		1,042	136	89 64
Valdosta	Lowndes	16.0 21.7	.54	.012	7,829 10,954	1.04	.011	1,772 2,425		481	473	9,280 16,550		.52	.008	745 941	123	81
Waycross	Ware	20.0	.67	.016	13,003	1.23	.019	2,718	1,480	767	683	*******	17,651	.77	.011	883	115	1
West Point	Troup	3.6	.12	.003	6,787	.64	.010	1,514	1,400	•			2,915	.13	.002	810	106	68
TOTAL ABOVE CI	TIES	960.3	32.26	.754	663,045	62.88	.963	138,356	130,501	26,054	27,271	1,357,157	1,076,946	47.21	.726	1,121	146	96
STATE TOTAL		2,976.3		2.338	1,054,471		1.531	250,103	195,585	49,195	45,833	1,603,800	2,281,012		1.537	766		86

For Georgia County figures, see page 276.

#### FLORIDA — City Data

		•																
Bradenton	Manatee	11.6	.58	.009	7,037	.74	.010	1,710	1,141	267	519	2,965	12,680	.60	.009	1.093	105	94
Clearwater	Pinellas	15.0		.012	8,742	.92	.013	2.042	509	356	369	2,480	18,113	.86	.012		116	103
Coral Gables	Dade	11.5		.009	7,719	.81	.011	2,722	*	749	720	1,400	13,224	.61	.008		110	99
Daytona Beach	Volusia	23.0		.018	17,670	1.88	.026	4,150	1,737	902	1,256	6,175	34,411	1.64	.024	1,496	143	128
Deland	Volusia	9.0	2000	.007	7,004	.71	.010	1,837	595	456	470	0,175	13,248	.63	.009	1,472	141	126
200000000000000000000000000000000000000	***************************************	0.0	.40	.001	7,004	.,,	.010	1,007	090	400	. 470		13,240	.03	.000	1,412		120
Fert Lauderdale	Broward	18.0	.89	.014	15,888	1.67	.023	3,254	1,492		821	7,085	24,318	1.16	.016	1,351	129	118
Fert Myers	Lee	10.6	.53	.008	8,339	.88	.012	1,627					16,238	.77	.011	1,532	147	131
Fort Pierce	St. Lucie	8.0	.40	.006	6,665	.70	.010	1,511	579	432	318	5,615	12,719	.60	.009	1,590	152	136
Gainesville	Alachua	15.0	.75	.012	11,362	1.20	.016	2,407	913	406	570	7,700	18,665	.88	.013	1,240	119	106
Jacksonville	Duval	235.0	11.68	.185	106,622	11.23	.155	25,840	15,966	5,213	6,580		276,069	13.11	.186	1,175	112	101
Lakeland	Polk		1.24	.019	17,019	1.79	.025	3,951	2,580	622	804	8,575	39,860	1.89	.027	1,594	152	137
Miami	Dade			.167	160,152	16.88	.233	30,920	29,274	8,631	10,360	160,709	322,320	15.31	.217	1,520	145	130
Miami Beach	Dade	31.3	1.55	.024	31,170	3.29	.045	5,196	2,826		2,998	5,960	48,544	2.31	.033	1,551	148	133
Ocala	Marion	10.0	.50	.008	9,579	1.01	.014	1,511	1,264		419	3,045	12,310	.58	.008	1,231	118	105
Oriando	Orange	52.1	2.59	.040	40,765	4.30	. 059	6,242	6,862	3,188	1,980	32,630	63,924	3.04	.043	1,227	117	105
Panama City	Bay	33.0	1.65	.026	16,447	1.73	.024	3,657		1 000	1 000		24 004	1 40	.021	940	90	81
Pensacola	Escambia	55.0		.043	32,257		.024	6.577		1,289	1,063	21.869	31,024 64,539	1.48	.044	1,173	112	100
Plant City	Hilisborough	8.5		.007	6,836		.010	1,527	491	254		21,809		.47	.007	1,170	111	100
St. Augustine	St. Johns	12.1	.60		7,874	.83	.011	2,274	404		235		9,842		.012		140	128
St. Petersburg	Pinellas	80.6		.063	50,608	5.33	.073	9,661	6,283	356 4,089	0 000	13,258	17,696	.88	.079	1,450	139	124
	***************************************	00.0	4.01	.003	00,000	0.33	.0/3	8,001	0,203	4,000	6,080	13,208	116,898	5.55	.0/8	1,430	135	124
Sanford	Seminole	13.9	.69	.011	6,681	.70	.010	1,975	790		302	15,425	17,979	.85	.012	1,293	124	111
Sarasota	Sarasota	11.5	.57	.009	10,912		.016	2,772				,	14,324	.68	.010		119	108
Tallahassee	Leon	25.0		.019	13,160		.019	2,490	1,843	559	787		27,156	1.29	.018		104	93
Tampa	Hillsborough	121.1		.095	78,421	8.26	.114	14,560	13,744	2,058	3,850	160,517	175,975	8.36	.119		139	125
West Palm Beach	Palm Beach	33.7	77.77.77	.026	33,992		.049	7.487	3,124	1,969	1,759	,	60,676	2.88	.042		172	155
Winter Haven	Polk	12.0	.60		8,696	.92	.013	1,859	544	965	352		14,408	.68	.009		115	103
TOTAL ABOVE CI	TIES	1,093.5	54.36	.855	721,627	76.02	1.048	149,757	92,961	35,044	44,031	747,119	1,477,158	70.16	.998	1,351	129	116
STATE TOTAL		2.012.0	_	1.580	949,103	-	1.378	225 342	113,780	56.331	56 724	959 454	2,105,486		1,419	1.046		90

\*Withheld to avoid disclosure.

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Ratio to U.S.A.

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For Florida County figures, see page 280.

Before using these figures, see explanation page 17.

# Buy MORE War Bonds

## East South Central States—City Data

KENTUCKY — City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		POPL	IVIL JLATI AL ES 1-1944	T.			S/	IL SALE	S—1944 IMATE				EFFECT	SW.		INCO		144
CITY	COUNTY	Total (in	0%	e7,	Dollars	%	9%			RE GROU		Whole- sale Sales 1944	Dollars	%	%	P	er Capi	ta
		thou- sands)	of State	of U.S.A.	(in thousands)	of	of U.S.A.	Food	General Mdse.	Lum,- Bidg,- Hdwre.	Drug		(in thousands)	of	U.S.A.	Dol-	Ratio to State	Ratio to U.S.A.
Ashland	Boyd	29.0	1.12	.023	18,040	2.07	.026	4,612	2,952	•		28,250	28,237	1.61	.019	974	142	83
Bowling Green	Warren	18.0	.70	.014	12,005	1.38	.017	2,452		923		7,700	11,048	.63	.007	614	89	53
Covington	Kenton	65.0	2.51	.051	35,473	4.07	.052	13,030	3,910	1,495	1,746	1,835	83,013	4.74	.056	1,277	188	109
Danville	Boyle	8.0	.31	.006	7,036	.81	.010	1,592	1,701	468			9,404	.54	.006	1,176	171	101
Frankfort	Franklin	11.5	.44	.009	9,414	1.08	.014	3,184	1,466	•	450	3,378	10,013	.57	.007	871	127	75
Henderson	Henderson	18.5	.71	.015	7,396	.85	.011	2,159		598		11,780	13.795	.79	.009	746	108	84
Hopkineville	Christian	15.0	.58	.012	9,118	1.04	.013	1,958	2,033	1,157	378		11,009	.63	.007	734	107	
Lexington	Fayette	53.0	2.05	.042	56,630	6.49	.082	9.045	7.897	2.354	1,450	96,096	85,543	4.88	.058	1,614	235	138
Louisville	Jefferson	355.0	13.71	.279	255,041	29,24	.370	61,185	41,062	7,695	13,896	421,862	560,593	32.00	.378	1,579	230	135
Madisonville	Hopkins	8.8	.34	.007	7,265	.83	.011	1,720	1,017	546	252	3,680	8,208	.47	.005	933	136	80
Mayfield	Graves	9.4	.36	.007	7,265	.83	.011	1.647	978	364		5,850	8,577	.49	.006	912	133	71
Maysville	Mason	8.0	.31	.006	7,150	.82	.010	1,665		351	270		7,115	.41	.005	889	129	76
Newport	Campbell	30.6	1.18	.024	20,680	2.37	.030	7,961	1,408	767	1,116	3,981	30,885	1.76	.021	1,009	147	
Owensbore	Daviess	33.0	1.27	.028	20,270	2.32	.029	4,703	3,969		1,206	14,207	29,139	1.66	.020	883	128	
Paducah	McCracken	35.5	1.37	.028	23,928	2.74	.035	5,655	4,184	871		28,105		2.13	.025	1,050	153	
TOTAL ABOVE CI	TIES	698.3	26.98	.549	496,711	56.94	.721	122,568	72,577	19,123	20,764	626,724	933,860	53.31	.629	1,337	195	118
STATE TOTAL		2,549.5		2.003	872,298		1.267	234.813	122,330	47,086	40.015	907,426	1,751,723		1.180	687		56

For Kentucky County figures, see page 286.

TENNESSEE — City
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Brietol	Sullivan	16.0	.58	.013	9,564	.98	.014	2,013	*	63	401)	10,250	11,850	.57	.008	741	101	63
Chattanooga	Hamilton	135.0	4.71	.106	86,060	8.86	.125	21,125	14,210	3,906	3,720	126,667	183,350	8.83	.123	1,358	184	116
Clarksville	Montgomery	15.0	.52	.012	7,952	.82	.011	1,617				15,594	13,619	.66	.009	908	123	78
Cleveland	Bradley	12.0	.42	.009	6.742	.69	.010	1,617	703			1,850	9,051	.44	.006	754	102	56
Columbia	Maury	11.0	.38	.009	8,850	.91	.013	1,980	1,277	648	•	5,711	13,171	.63	.009	1,197	162	103
Dyersburg	Dyer	12.0	.42	.009	8,448	.87	.012	1,798	888	724	328	7,720	11,895	.57	.008	991	135	85
Elizabethton	Carter	14.1	.49	.011	6,572	.68	.010	1,254	•	•			7,392	.35	.005	524	71	45
Greeneville	Greene	6.8	.24	.005	6,495	.67	.009	1,139		610			5,779	.28	.004	850	115	73
Jackson	Madison	32.2	1.12	.025	17,778	1.83	.026	3,977	3,552		712	14,450	24,909	1.20	.017	774	105	67
Johnson City	Washington	29.0	1.01	.023	18,600	1.92	.027	3,779	•	914	•	15,000	17,315	.83	.012	597	81	51
Kingsport	Sullivan	28.0	.98	.022	14,926	1.54	.022	2,772	3,348	1,740	548		19,923	.96	.013	712	97	61
Knoxville	Knox	120.5	4.21	.095	92,501	9.53	.134	22,243	18,180	5,124	5,037	122,838	171,745	8.27	.116	1,425	193	122
Maryville	Blount	7.5	.26	.006	7,409	.76	.011	1,452		533	402		7,350	.35	.005	980	133	84
Memphis	Shelby	321.9	11.23	.253	228,140	23.49	.331	39,708	71,647	6,912	11,267	790,480	406,137	19.55	.274	1,262	171	106
Murfreesboro	Rutherford	9.5	.33	.007	7,735	.80	.011	1,534		•	383	6,100	12,432	.60	.008	1,309	178	112
Nashville	Davidson	174.1	6.07	.137	128,625	13.25	.187	27,620	20,325	5,017	6,900	232,197	280,390	13.50	.189	1,611	219	138
TOTAL ABOVE CI	TIES	944.6	32.95	.742	656,397	67.60	.953	135,626	134,130	26,191	29,698	1,348,857	1,196,308	57.59	.808	1,266	172	109
STATE TOTAL		2,818.4		2.214	971,044		1.410	230,440	180,561	50,736	44,948	1,531,642	2,077,440		1.399	737		63

For Tennessee County figures, see page 288.

#### A L A B A M A — City Data

Anniston	Calhoun	38.0	1.40	.030	18,717	2.22	.027	3,980	3,204	529	5821	16,105]	27,300	1.49	.018	718	106	62
Bessemer	Jefferson	22.8	.84	.018	12,592	1.50	.018	3,680	1,657	219	424	14,500	24,826	1.35	.017	1,089	161	93
Birmingham	Jefferson	303.0	11.15	.238	196,274	23.32	. 285	37,650	35,763	4,082	5,703	439,199	372,861	20.29	.251	1,231	182	105
Cullman	Cullman	5.1	.19	.004	8,110	.96	.012	740	1,945		265		5,098	.28	.004	1,000	148	86
Decatur	Morgan	23.5	.86	.018	12,272	1.48	.018	2,280	1,348	400	406	8,420	18,538	1.01	.013	789	117	68
Dothan	Houston	21.0	.77	.018	12,313	1.48	.018	2,200	1,945	426	406		18,304	1.00	.012	872	129	75
Florence	Lauderdale	20.2	.74	.018	11,383	1.35	.016	2,420	3,050	774	300		16,146	.88	.011	799	118	68
Gadeden	Etowah	42.2	1.55	.033	24,269	2.88	.035	4,540	3.116	464	882	13,120	38,428	2.09	.026	911	135	7
Huntaville	Madison	20.0	.74	.016	16,312	1.94	.024	2,980		1,097	530	19,550	15,376	.84	.010	769	114	6
Mobile	Mobile	155.0	5.70	.122	94,726	11.25	.138	17,472	17,670	2,610	4,250	105,607	195,086	10.62	.131	1,259	186	10
Montgomery	Montgomery	95.0	3.50	.075	50,314	5.98	.073	8,560	7,750	1,600	1,617	136,651	116,400	6.33	.078	1,225	181	10
Selma	Dallas	19.8	.73	.015	13,448	1.60	.020	2,880				33,325	20,036	1.09	.014	1,012	150	8
Tuecaloosa	Tuscaloosa	30.0	1.10	.024	20,218	2.40	.029	4,340	3,691			21,605	27,676	1.51	.019	923	137	7
TOTAL ABOVE CIT	ries	795.6	29.27	.825	490,948	58.32	.713	93,722	81,139	12,201	15,365	808,082	896,075	48.78	.604	1,126	167	9
STATE TOTAL		2,718.2		2.135	841,862		1.223	192,456	124,119	28,976	29,160	998,180	1,837,124		1.238	676		5

\*Withheld to avoid disclosure.

For Alabama County figures, see page 293.

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\*Sales Management, 1945 Survey



# e Knoxville Iournal

IN THE HEART OF THE TENNESSEE VALLEY

LORENZEN & THOMPSON, Inc., National Representatives

MISSISSIPPI — City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		POPI	ULATION IN THE PROPERTY OF THE	Т.			RETA	SALE EST	S-1944 IMATE				EFFECT	IVE B		INCO		144
CITY	COUNTY	Total (in	% of	% of	Dollars	%	0%		UR STOR			Whole- sale Sales 1944	Dollars	0%	0%	P	er Capit	ta
, .		thou- sands)			(in thousands)	of	of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	/	(in thousands)	of State	of U.S.A.	Dol-	Ratio to State	Ratio to 4 U.S.A.
Bilexi	Harrison	25.0	1.25	.020	10,155	2.07	.015	1,874	1,174	422	360	5,670	22,537	1.98	.015	901	158	77
Clarkedale	Coahoma	13.2	.66	.010	9,942	2.03	.014	1,836	1,321	1,004	378	32,310	14,840	1.30	.010	1,124	198	96
Columbus	Lowndes	20.0	1.00	.016	8,635	1.76	.013	1,744		446			14,650	1.29	.010	733	129	
Greenville	Washington	25.0	1.25	.020	15,276	3.11	.022	3,228	1,982	1,376	504	25,800	26,889	2.37	.018	1,076	189	92
Greenwood	Leffore	19.4	.97	.015	13,003	2.65	.019	2,616	1,560	980	504	95,204	20,758	1.83	.014	1,070	188	92
Gulfport (See Biloxi)	Harrison	30,0	1.50	.024	12,752	2.60	.018	2,170	1,211		486	9,800	24,133	2.13	.016	804	141	89
Hattiesburg	Forrest	21.0	1.05	.016	14,551	2.97	.021	2,968	2,477	347	486	17,442	25,435	2.24	.017	1,211	213	104
Jackson	Hinds	69.9	3.50	.055	55,562	11.32	.080	10,621	11,623	2,890	2,842	83,847	118,510	10.44	.080	1.695	298	
Laurel	Jones	23.5	1.18	.018	12,814	2.61	.019	2.763		682	432	10,000	21,450	1.89	.015	913	161	
Meridian	Lauderdale	40.0	2.01	.031	21,018	4.28	.031	4,675	•	719	846	26,085	37,386	3.29	.025	935	164	80
Natchez	Adams	16.2	.81	.013	9,340	1.90	.014	2,578	1,395	446	468	10,320	16,069	1.42	.011	992	174	85
Tupelo	Lee	8.7	.44	.007	8,273	1.69	.012	1.317	1,486	707	360	15,900	9,002	.79	.006	1,035		
Vicksburg	Warren	26.1	1.31	.021	13,760		.020	4,118	2,037		342	23,211	32,257	2.84				106
TOTAL ABOVE CI	TIES	338.0	16.93	.266	205,081	41.79	.298	42,508	26,268	10,019	8,008	355,589	383,916	33.81	.259	1,138	200	97
STATE TOTAL		1,996.1	1	1.568	490,733		.713	124,878	65,792	26,112	21,296	554,179	1,135,550		.765	569		49

\*Withheld to avoid disclosure.

For Mississippi County figures, see page 296.

Before using these figures, see explanation page 17.

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# West South Central States—City Data

OKLAHOMA — City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		POP	CIVIL ULATION AL ES -1-1944	T.		-	RETA	IL SALE	S-1944 TIMATE				EFFECT		UYING EST			44
CITY	COUNTY	Total (in	%	%	Dollars	%	% of			E GROU s of dollar		Whole- sale Sales 1944	Dollars	% of	% of	P	er Capi	ta
		thou- sands)	of State		(In thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug ·		(in thousands)	of State	U.S.A.	Doi-	Ratio to State	Ratio to U.S.A.
Ada	Pontotec	15.1	.76	.012	14,216	1.55	.021	3,025	•	839	653	7,540	10,640	.59	.007	705	78	60
Ardmore	Carter	16.9	.85	.013	11,881	1.30	.017	3,065	2,620	864	730	8,500	14,928	.83	.010	883	97	78
Bartlesville	Washington	17.0	.86	.013	14,409	1.57	.021	3,980		748	710	3,875	21,280	1.18	.014	1,252	138	107
Chickasha	Grady	18.5	.93	.015	10,460	1.14	.015	2,368	2,463	710	480	4,876	15,918	.88	.011	860	95	74
Duncan	Stephens	10.9	.55	.009	7,564	.82	.011	1,851	1,517	542	403	3,785	8,560	.48	.007	785	87	67
Durant	Bryan	10.0	.50	.008	8,459	.92	.012	2,090	1,576	529	365	4,144	9,503	.53	.006	950	105	81
El Reno	Canadian	11.5	.58	.009	7,318	.80	.011	2,269		568	422	4,915	10,890	.60	.007	947	105	81
Enid	Garfield	32.0	1.61	.025	25,834	2.82	.038	4,895	5,334	2,580	1,382	31,900	32,148	1.79	.022	1,005	111	88
Guthrie	Logan	13.0	.65	.010	8,020	.88	.012	1,950	1,143	916	384	2,231	11,360	.63	.008	.874	96	75
Lawton	Comanche	37.5	1.89	.029	14,444	1.58	.021	3,005	2,167	1,342	653	7,658	24,335	1.35	.016	649	72	
McAlester	Pittsburg	19.0	.96	.015	10,109	1.10	.015	2,229	2,128	503	461	8,020	16,047	.89	.011	845	93	72
Miami	Ottawa	9.5	.48	.007	7,125	.78	.010	1,572	1,517	374	403		9,002	.50	.006	948	105	
Muskogee	Muskogee	38.1	1.92	.030	24,768	2.70	.036	5,826	4,880	1,283	1,520	28,200	40,704	2.26	.027	1,068	118	92
Norman	Cleveland	17.2	.87	.014	8,389	.92	.012	2,388	1,005	774	749	2,275	10,780	.60	.007	627	69	54
Oklahoma City	Oklahoma	230.0	11.57	.181	184,588	20.15	.268	28,707	26,220	10,317	10,600	407,339	354,415	19.69	,239	1,541	170	132
Okmulgee	Okmulgee	17.0	.86	.013	10,214	1.11	.015	2,607	2,226	542	461	5,110	15,285	.85	.010	899	99	77
Ponca City	Kay	19.1	.96	.015	13,075	1.43	.019	3,483	2,108	735	845	2,521	21,635	1.20	.015	1,133	125	97
Sapulpa	Creek	15.5	.78	.012	7,108	.78	.010	2,149	1,084	245	365	930	15,118	.84	.010	782	86	67
Seminole	Seminole	14.0	.70	.011	11,320	1.24	.016	2,547	1,005	503	595	12,311	14,363	.80	.010	1,026	113	88
Shawnee	Pottawatomie	25.0	1.28	.020	17,919	1.96	.026	3,403	4,078	1,045	979	11,125	21,323	1.18	.014	975	108	84
Stillwater	Payne	12.0	.60	.009	9,688	1.08	.014	2,328	965	864	423	1,932	13,835	.77	.009	1,153	127	96
Tulsa	Tulea	180.3	9.07	.142	126,530	13.81	.184	25,112	21,306	7,000	7,791	158,890	260,540	14.47	.176	1,445	159	124
TOTAL ABOVE CI	TIES	779.1	39.18	.612	553,418	60.42	.804	110,849	85,342	33,823	31,374	718,077	952,609	52.91	.642	1,223	135	108
STATE TOTAL		1,988.3		1.582	015 011		1 220	004 140	100 000		40.040	400 400	1.800.409		1,213	906		78

For Oklahoma County figures, see page 298.

#### TEXAS -- City Data

	City Du	***																
	Taylor	34.0	.53	.027	22,451	.78	.033	5,302	5,396	1,976	1,539	44,250	38,254	.63	.026	1,125	115	96
	Jim Wells	10.3	.16	.008	7,348	.25	.011	1,316		1,391			9,502	.16	.007	923	95	79
Amarilio	Potter-Randall	69.3	.93	.047	41,542	1.43	.060	9,578	5,396		3,061	60,980	70,508	1.16	.048	1,191	122	102
	Travis	100.0	1.57	.079	65,901	2.28	.096	15,115	9,177	5,071	4,163	41,377	139,960	2.29	.094	1,400	143	120
Bay City	Matagorda	9.0	.14	.007	6,390	.22	.009	1,664	760	702	250		9,100	.15	.006	1,011	104	87
	Jefferson	77.3	1.21	.061	53,272	1.84	.077	10,835	9,400	3,402	2,574	54,138	108,023	1.77	.073	1,397	143	120
Big Spring	Howard	17.0	.27	.013	14,302	.49	.021	3,173	2,508	1,170	806		18,871	.31	.013	1,110	114	95
Borger	Hutchinson	14.5	.23	.011	9,279	.32	.014	2,941			644	4,700	15,888	.28	.011	1,096	112	94
	Cameron	30.0	.47	.024	9,043	.31	.013	2,148	1,615	546	465	6,085	18,734	.31	.013	624	64	53
Brownwood	Brown	26.0	.41	.020	10,755	.37	.016	2,690	1,978	650	806	7,984	25,877	.42	.017	995	102	85
Bryan	Brazos	15.0	.23	.012	10,959	.38	.016	2,748		•			14,656	.24	.010	977	100	84
Cleburne	Johnson	10.0	.16	.008	7,065	.24	.010	2,283	988	390	483	2,640	13,000	.21	.009	1,300	133	111
	Nueces	87.0	1.36	.068	58,343	2.01	.085	10,570	7,340	5,012	2,152	87,394	104,494	1.71	.070	1,201	123	103
Corsicana	Navarro	15.1	.24	.012	10,927	.38	.016	3,638	1,862	845	591	10,375	17,616	.29	.012	1,167	120	100
Dallas	Dallas	420.0	6.50	.330	290,972	10.05	.423	51,433	73,683	12,844	14,540	901,013	592,617	9.71	.399	1,411	145	121
Denison	Grayson	17.0	.27	.013	10,079	.35	.015	3,212	1,577	520	519	4,500	19,023	.31	.013	1,119	115	96
Denten	Denton	12.5	.20	.010	9,640	.33	.014	2,477	1,843	676	644	3,820	12,275	.20	.008	982	101	84
El Paso	El Paso	107.0	1.68	.084	60,333	2.08	.068	11,432	13,047	2,424	2,888	92,422	122,820	2.01	.083	1,148	118	96
Fort Worth	Tarrant	222.0	3.48	.174	175,645	6.07	.255	31,540	55,078	7,837	9,177	281,132	360,788	5.91	.243	1,625	167	139
Galnesville	Ceeke	13.5	.21	.011	7,677	.27	.011	1,896		611	. 394		12,125	.20	.008	898	92	77
Galveston	Galveston	78.0	1.22	.061	38,427	1.33	.056	9,192	4,204	1,454	1,540	63,032	93,603	1.53	.063	1,200	123	103
Goose Creek	Harris	6.9	.11	.006	7,096	.25	.010	1,471	969	689	143		7,255	.12	.005	1,051	108	90
Greenville	Hunt	18.4	.29	.015	11,524	.40	.017	2,980	2,033	741	859	8,586	14,945	.24	.010	812	83	89
Hartingen	Cameren	18.0	.28	.014	11,540	.40	.017	2,225	2,382	715	465	6,344	13,289	.22	.00B	738	76	63
Henderson	Rusk	6.5	.10	.005	10,079	.35	.015	2,322	1,691	481	627		6,500	.11	.004	1,000	103	86
Houston	Harris	460.0	7.22	.361	330,340	11.41	.480	75,875	42,081	18,292	15,694	867,757	632,654	10.36	.426	1,375	141	118
Kilgore	Gregg-Rusk	6.9	.11	.005	11,383	.39	.017	2,728	1,007	741	877		9,012	.15	.006	1,306	134	112
Laredo	Webb	45.0	.71	. 035	15,088	.52	.022	3,193		741		16,322	33,104	.54	.022	736	75	63
Longview	Gregg	23.5	.37	.018	13,596	.47	.020	3,251	2,242	780	555	15,955	24,180	.40	.016	1,029	105	88
Lubbock	Lubbock	43.1	.68	.034	33,143	1.14	.048	6,695	7,866	3,809	2,685	35,208	38,152	.62	.026	885	91	76
Lufkin	Angelina	12.0	.19	.009	8,101	.28	.012	2,399	1083		662		8,901	.15	,006	742	78	64

\*Withheld to avoid disclosure.

# AS ONE OF THE FIVE LARGEST DISTRIBUTING CENTERS IN TEXAS—

# AMARILLO is NEVER Overlooked

#### \$153,000,000

lo

**E1** 

17.

NT

Wholesale Volume in 1943

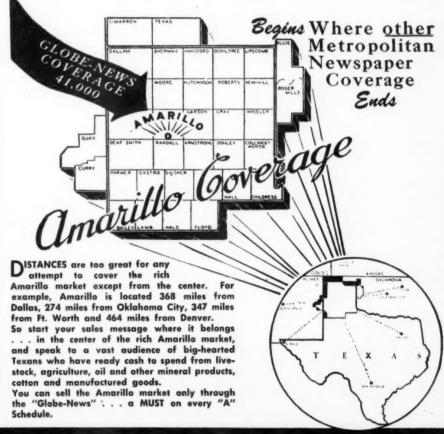
#### w Amarillo Wholesalers

1	
quors and Wine\$	3,500,000
er	841,500
luto Accessories and Tires	5,461,000
Momobile, Passenger	6,127,000
Intomobile, Truck	2,747,000
arary	1,045,000
tot and Shoe	90,000
hilding Material	6,968,200
Gar and Tobacco	1,972,800
Compressed Air, Oxygen, Etc	863,000
Gal, Wood and Ice	1,867,000
Confectionery, Ice Cream and Soft	
Drinks	3,042,000
hiry and Poultry Products	6,824,961
Intal and Surgical Supplies	295,000
Jugs	3,850,000
by Goods and Notions	100,000
Betrical Appliances, Supplies,	
Signs	2,808,032
firm Implements	16,245,000
Horist	80,000
fuit and Vegetable	2,225,000
furniture, Housefurnishing,	
Mattresses	1,720,000
fasoline, Oil, Alcohol and	
Anti-Freeze	15,000,000
Grocery and Delicatessen	21,757,257
Hardware and Queensware	15,856,000
try, Grain and Feed, Cottonseed	70/7000
Cake and Hulls	7,367,000
ton and Steel	750,000
knitor Supplies	85,000
iwelry	18,940
link	440,000
livestock	15,698,400
Meat, Poultry and Fish	4,721,150
Musical Instruments and Sheet	00 1/0
Music Stars Eightnes	98,160
Office Equipment, Store Fixtures,	2 017 400
Hotel Supplies	2,917,400 275,000
hint, Oil, Varnish and Glass	2,257,000
aper and Paper Goods	2,237,000
hoto-Engraving, Commercial Art	29,100
Numbing and Heating Fixtures	27,100
and Supplies	2,498,000
ladio	3,430,000
Nationery, Books and Magazines	545,000
anks, Culverts and Well Supplies	962,000
irunks and Leather Goods	57,000
leauty and Barber Supplies	341,142
(Source: Survey made loc	153,084,642 ally)

# by Sales Managers!

Here are a few timely highlights of business conditions in the rich Amarillo market: OIL and GAS annual income, \$193,097,850; CATTLE sales, \$41,-600,000; and, particularly startling, FARM income, \$12,000 per farm family!

# GLOBE-NEWS COVERAGE



# AMARILLO DAILY NEWS > THE AMARILLO GLOBE

SUNDAY NEWS GLOBE

WRITE OR CALL TEXAS DAILY PRESS LEAGUE, INC

FOR FURTHER DETAILS

OFFICES IN ALL

PRINCIPAL CITIES

		LOC	IVIL JLATI AL ES 1-1944	T.				IL SALE					EFFECT	SH		INCO		44
CITY	COUNTY	Total	%	% of	Dollars	% of	% of			E GROU		Whole- sale Sales 1944	Dollars	% of	%	P	er Capit	ta
		thou- sands)	of	u.s.A.	(in thousands)		u.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)		U.S.A.	Dol-	to	Ratio to U.S.A.
Marshall	Harrison	20.5	.32	.016	11,749	.41	.017	3,774		910	788		16,643	.27	.011	812	83	
McAllen	Hidalge	14.0			9,828	.34	.014	2,109	1.748	520	501	4,703	12,087	.20	.008	863	89	74
McKinney	Collin	10.5		.008	6,657	.23	.010	2,012	1,102	520	448	.,,	9,175	.15	.006	874	90	75
Midland	Midland	13.0					.013	*	1,026	871	573	2,380	15,384	.25	.010	1,183	121	101
Nacogdoches	Nacogdoches	9.0	.14	.007	7,976	. 28	.012	1,876	1,159	520	626	5.072	8,769	.14	.006	974	100	83
Odessa	Ector	9.6	.15	.008	13,219	.46	.012	3,173	760	*		-,	12,702	.21	.008	1.323	138	113
Palestine	Anderson	12.1					.012	2,476	1,216	650	770	4,435	13,910	.23	.009	1,150	118	99
Pampa	Gray	17.2		.014	13,408		.020	3,444	2,489	715	967	18,106	17,409	.29	.012	- 8 - ma	104	87
Paris	Lamar	22.5					.017	3,193	2,071	923	841	6,845	14,821	.24	.010	659	68	36
					,			.,	-,								-	-
Plainview	Hale	8.0	.12	.006	8,588		.013	2,012	1,273	1,027	627	5,452	6,872	.11	.005	859	88	74
Port Arthur	Jefferson	56.2	.88	.044	32,138	1.11	.047	8,824	4,864	1,976	1,289	9,150	62,949	1.03	.043	1,120	115	96
San Angelo	Tom Green	31.7	.50	.025	24,209	.84	.035	5,592			•	34,196	35,935	.59	.024	1,134	116	97
San Antonio	Bexar	300.0	4.71	.236	166,545	5.75	.242	36,122	28,204	7,900	7,400	233,181	408,375		.275		140	117
Sherman	Grayson	20.5	.32	.016	12,733	.44	.019	3,406	2,128	871	752	6,875	17,202	.28	.012	839	88	72
Sulphur Springs	Hopkins	7.0	.11	.005	8,829	.24	.010	1,567	969	650	448		7,108	.12	.005	1,015	104	87
Sweetwater	Noian	12.5				.27	.012	2,129		442	412		10,723	.18	.007	858	88	74
Temple	Bell	25.5				.37	.016	3,098	1,767	819	752	8,452	23,463	.38	.016	920	94	79
**Texarkana	Bowie-Miller, Ark.	26.0		.020		2.00		3,309	2,888	923	734	6,825	16,705	.27	.011	643	66	55
Tyler	Smith	33.0						5,844	4,997	1,599	1,880	-,	37,736	.62	.026	1,144	117	98
Versen	14011		-	-	0.000	-	010	0.070	4	200			12 400	.22	.009	961	-	-
Vernon	Wilbarger	14.0						2,070	1,577	962	807	A 051	13,460	.25			98	82
Waco		15.0		2 4 4 4				3,038	1,558	1,443	1,930	4,951	15,606	1.43	.011	1,040	107	89
Waxahachie	McLennan				,		. 058	9,151	7,293	1,716	322	62,646	87,607				136	
	Ellis	8.9				.22		1,703	950	468	-	24 000	8,348	.14	.006	938	-	80
Wichita Falls	Wichita	52.0	.82	.041	32,255	1.11	.047	7,423	5,087	1,687	1,706	34,030	62,167	1.02	.042	1,198	123	102
TOTAL ABOVE CI	TIES	2,819.3	44.24	2.215	1,872,970	64.68	2.720	405,665	332,330	102,622	94,106	3,084,139	3,540,932	58.00	2.386	1,256	129	108
STATE TOTAL		6.280.3		4,918	2,895,877		4,206	780.615	450,926	208.672	155.356	3.867.009	6,104,950		4.113	975		84

<sup>\*\*</sup>See also Texarkana, Ark.

For Texas County figures, see page 307.

#### ARKANSAS — City Data

																		-
Blytheville	Mississippi	12.0	.69	.009)	13,283	2.39	.019	1,870	1,732	1,306	515	18,048	11,286	1.06	.008	941	153	81
El Dorado	Union	22.5	1.29	.018	17,427	3.13	.025	3,357	1,765	755	1,075	18,750	23,292	2.18	.016	1,035	168	88
Fayetteville	Washington	8.0	.46	.006	8,917	1.60	.013	1,700	1,832	473	538	9,350	9,051	.85	.006	1,131	184	97
Fort Smith	Sebastian	45.0	2.59	.035	33,540	6.03	.049	6,300	5,112	1,645	1,560	54,563	54,192	5.08	.037	1,204	196	103
Helena	Phillips	10.0	. 58	.008	8,510	1.53	.013	1,594	982	499	358	14,535	9,908	.93	.006	991	161	85
Hot Springs	Garland	33.7	1.94	.026	19,370	3.48	.028	4,951	2,165		1,501	8,233	34,231	3.21	.023	1,016	165	87
Jonesboro	Craighead	14.0	.81	.011	10,341	1.86	.015	2,189	1,165	563	448	15,760	13,571	1.27	.009	969	158	83
Little Rock	Pulaski	99.8	5.74	.078	77,961	14.01	.113	14,350	14,950	2,125	3,190	161,722	125,532	11.76	.085	1,258	205	108
N. Little Rock	Pulaski	26.0	1.50	.021	13,542	2.43	.020	3,251		832	762	7,615	30,050	2.82	.020	1,156	188	99
Pine Bluff	Jefferson	35.0	2.02	.028	19,758	3.55	.029	3,761		1,101		32,115	26,545	2.49	.017	758	123	65
Texarkana	Miller	17.3	1.00	.014	12,654	2.28	.018	2,678	1,099	320	426	17,585	15,914	1.49	.011	920	149	79
TOTAL ABOVE CI	TIES	323.3	18.62	.254	235,303	42.29	.342	46,001	30,802	9,919	10,373	358,276	353,572	33.14	.238	1,094	178	94
STATE TOTAL		1,736.1		1.364	556,435		.808	133,945	59,212	31,354	27,857	547,822	1,067,012		.719	615		53

For Arkansas County figures, see page 302.

#### LOUISIANA — City Data

Alexandria	Rapides	50.0	2.16	.039	23,332	2.47	.034	3,585	5,928	1,391	1,058	20,604	41,962	2.33	.028	839	108	72
Baton Rouge	E. Baton Rouge	36.0	1.55	.028	52,782	5.60	.077	9,291		4,043	2,570	37,049	51,738	2.87	.035	1,437	185	123
Bogalusa	Washington	15.0	.65	.012	8,227	.87	.012	1,936	1,522	624	378	3,850	14,674	.81	.010	978	126	84
Houma	Terrebonne	11.0	.47	.009	10,830	1.15	.016	1,524	1,441				10,085	.56	.007	917	118	71
Lafayette	Lafayette	22.0	.95	.017	13,338	1.41	.019	1,401	3,390	806	246	15,261	22,836	1.27	.015	1,038	134	81
Lake Charles	Calcasieu	33.0	1.42	.026	21,508	2.28	.031	3,378	3,999	1,599	662	45,850	37,026	2.06	.025	1,122	144	9
Monroe	Ouachita	33.0	1.42	.026	32,300	3.43	.047	4,717	5,258		1,304	39,507	44,440	2.47	.030	1,347	173	118
New Iberla	Iberia	13.7	.59	.011	9,158	.97	.013	1,401	1,117	780	359		12,511	.69	.008	913	117	7
New Orleans	Orleans	521.4	22.51	.410	314,120	33.32	.456	65,940	58,506	7,231	17,372	999,315	708,140	39.32	.477	1,358	175	11
Onelousas	St. Landry	14.3	.62	.011	9,386	1.00	.014	1,483	853	637	321	7,660	9,524	.53	.007	565	86	5
Shreveport	Caddo	115.0	4.97	.090	88,042	9.36	.128	17,073	13,020	3,750	5,160	152,761	178,586	9.92	.120	1,553	200	13
TOTAL ABOVE CI	TIES	864.1	37.31	.879	583,023	61.86	.847	111,729	95,034	20,881	29,430	1,321,857	1,131,502	62.83	.762	1,328	171	11
STATE TOTAL		2,316.6		1.819	942,842		1.370	200,803	136,321	49,485	44,006	1,613,100	1,800,774		1.214	777		8

<sup>\*</sup>Withheld to avoid disclosure.

For Louisiana County figures, see page 303.



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MORE than just a city—Fort Smith is an "area" comprising 10 Counties in Arkansas and 4 Counties in Oklahoma. Grand country and climate... rich in resources and thriving industrially. 370,000 hard-working, able-to-buy people with diversified activities make Fort Smith one of America's most inviting and lucrative markets for advertising and selling.

- \* 2nd largest population center in Arkansas—1st in industry.
- \* Diversified resources from coal to strawberries.
- Unlimited supply of cheap, clean natural gas and an abundance of water—for industry.

#### I'D LIKE TO KNOW YOU!

I'm Bill Dilly—typical of folks around these parts. All us Dilly's are taking advantage of the great country in which we live. We're making money, too—so, let's get acquainted and do some trading! You can reach us through the Fort Smith papers.





Morning, Evening and Sunday—the ONLY advertising medium that reaches the Fort Smith area with EFFECT—and that's a fact.

Represented Nationally by

BURKE, KUIPERS & MAHONEY, INC.

# RICHLY PRODUCTIVE MARKET FOR ADVERTISERS

Productive advertising explains the growth and success of San Antonio Express since 1865, and of San Antonio Evening News since 1918.

Sales messages in these two newspapers gain their effectiveness from the fact that The Express and The Evening News afford the advertiser a concentrated circulation coverage of homes where buying power is centered. Since early in 1942 San

Antonio's population has been almost doubled.

The families throughout one of the world's richest regions—South and West Texas—take these two newspapers as their guides to shopping in its main marketplace: San Antonio.

Those families have confidence in the advertising carried by The Express and The Evening News.

San Antonio Express
SAN ANTONIO EVENING NEWS
Texas: Foremost Newspapers

### **Mountain States—City Data**

#### MONTANA — City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		POPI	ULATION AL ES	T.			RETA	IL SALE	S-1944 IMATE				EFFECT	SH.		INCO		44
CITY	COUNTY	Total (in	% of	%	Dellars	%	% of			RE GROUI		Whole- sale Sales 1944	Dollars	% of	% of	P	er Capi	ta
*		thou- sands)	of State	of	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of State	u.S.A.	Del-	Ratio to State	Ratio to U.S.A
Anaconda	Deer Lodge	14.0	2.98	.011	7,381	2,29	.011	2,400	927		193		14,468	2.48		1,033		89
Billings	Yellowstons	25.1	5.34	.020	27,541	8.54	.040	5,013	3,700	2,348	1,287	35,022	36,482	6.26	.025	1,453	117	125
Bozeman	Gallatin	10.0	2.13	.008	10,179	3.18	.015	2,016	1,490	1,264	252	3,591	12,323	2.11	.008	1,232	99	106
Butte	Silver Bow	40.3	8.57	.032	36,366	11.27	.053	9,202	4,469	1,200	965	41,830	61,263	10.51	.041	1,520	123	130
Great Falls	Cascade	38.0	8.08	.030	29,609	9.18	.043	5,637		2,116	1,010	24,120	43,518	7.47	.029	1,145	92	96
Havre	нш	6.5	1.38	.005	7,555	2.34	.011	1,704	1,258	619		5,080	8,963	1.54	.006	1,379	111	111
Helena	Lewis & Clark	15.2	3.23	.012	15,138	4.69	.022	3,209	2,317	632		6,602	24,828	4.26	.017	1,633	132	140
Kaliepell	Flathead	9.1	1.93	.007	10,440	3.24	.015	1,789		361	282	3,291	12,765	2.19	.009	1,403	113	12
Lewiston	Fergus	5.9	1.25	.004	6,293	1.95	.009	1,292	1,208	387	178	5,142	7,774	1.34	.005	1,318	106	113
Miles City	Custer	7.0	1.49	.005	6,467	2.00	.009	1,420	1,076	426	282	3,242	9,227	1.58	.006	1,318	106	113
Missoula	Missoula	19.0	4.04	.015	20,996	6.51	.030	3,919	3,790	1,445	653		26,601	4.57	.018	1,400	113	120
TOTAL ABOVE CI	TIES	190.1	40.42	.149	177,965	55.17	.258	37,601	20,235	10,798	5,102	127,920	258,210	4.431	.174	1,358	110	110
STATE TOTAL		470.3		.369	322,570		.469	72,387	37,185	28,490	10,544	222,943	582,740		.393	1,239		10

For Montana County figures, see page 316.

#### I D A H O — City Data

Boise	Ada	30.0	6.34	.024	41,117	14.92	.060	6,462	*	2,145	1,515)	31,039)	67,500	13.25	.045	2,250	209	193
Caldwell	Canyon	8.3	1.75	.007	8,003	2.90	.012	1,423	1,050	775	313	4,900	12,059	2.37	.008	1,453	135	125
Coeur d'Alene	Kootenai	12.0	2.54	.009	7,092	2.58	.010	2,135		288	296	2,341	14,428	2.83	.010	1,202	112	103
Idaho Falls	Bonneville	15.0	3.17	.012	17,134	6.22	.025	3,028	3,281		487	18,250	20,855	4.09	.014	1,390	129	119
Lewiston	Nez Perce	10.7	2.26	.008	14,152	5.14	.020	2,631		*	•	10,600	19,323	3.79	.013	1,806	168	155
Moscow	Latah	6.9	1.48	.005	6,582	2.39	.010	1,754	1,313	662	365	5,075	9,612	1.89	.006	1,393	129	119
Nampa	Canyon	12.2	2.58	.010	10,537	3.82	.015	2,085	2,419	987	435	6,140	18,865	3.70	.013	1,546	144	132
Pocatello	Bannock	22.0	4.65	.017	18,123	6.58	.026	3,922	2,456	963	800	13,211	26,467	5.20	.018	1,203	112	103
Twin Falls	Twin Falls	12.5	2.64	.010	17,350	6.30	.025	2,731	2,869	2,238	592	15,062	19,104	3.75	.013	1,528	142	131
TOTAL ABOVE CI	TIES	129.6	27.38	.101	140,090	50.85	.203	26,171	13,388	8,058	4,803	106,618	208,213	40.87	.140	1,607	149	138
STATE TOTAL		473.3		.372	275,520		.401	62,080	37,475	23,624	10,074	193,750	509,430		.343	1,076		93

For Idaho County figures, see page 318.

#### WYOMING - City Data

		-																
Caaper	Natrona	21.3 8	9.03	.016]	18,259	11.26	.026	3,319	2,010	918	888)	16,410	26,224	9.85	.018	1,231]	109	106
Cheyenne	Laramie	33.0 14	4.00	.026	25,192	15.54	.037	5,507	3,085	1,200	1,670	17,415	49,518	18.60	. 033	1,501	133	129
Laramie	Albany	11.0 4	4.67	.009	9,703	5.99	.014	2,289	988	293	522		15,797	5.94	.011	1,436	127	123
Rock Springs	Sweetwater	11.0	4.87	.009	9,310	5.74	.014	2,175	637		348	5,375	15,293	5.75	.010	1,390	123	119
Sheridan	Sheridan	9.5	4.03	.007	11,948	7.37	.017	2,438	1,893	731	539	5,100	16,695	6.27	.011	1,757	156	151
TOTAL ABOVE CI	TIES	85.8 3	6.40	.067	74,412	45.91	.108	15,726	8,613	3,142	3,967	44,300	123,527	46.41	. 083	1,440	127	123
STATE TOTAL		235.7		.185	162,087		.235	35,689	13,461	10,812	7,625	70,508	266,170		.179	1,129		97

For Wyoming County figures, see page 320.

#### COLORADO - City Data

Alamosa	Alamosa	6.1	.57	.005	6,130	1.00	.009	1,231	*]	697	311	2,753	7,072	.60	.005	1,159	105	99
Boulder	Boulder	15.5	1.45	.012	9,257	1.51	.013	2,508	681	529	472	2,680	21,545	1.83	.015	1,390	126	119
Colorado Springs	El Paso	45.0	4.22	.035	36,068	5.90	.052	8,750	5,214	1,752	2,350	14,124	73.043	6.19	.049	1,623	147	139
Denver	Denver	335.4	31.43	1,264	290, 104	47.46	.421	59,960	85,496	7,900	17,550	561,891	481,650	40.81	.325	1,436	130	123
Durange	La Piata	5.2	.49	.004	5,921	.97	.009	1,277		606			7,525	. 64	.005	1,447	131	124
Fort Collins	Larimer	12.6	1.18	.010	10,620	1.74	.015	2,554	1,154	1,148	351	14.813	15,006	1.27	.010	1,191	107	102
Grand Junction	Mosa	14.5	1.36	.011	13,678	2.24	.020	2,538		1,651	392	10,244	14,945	1,26	.010	1,031	93	88
Greeley	Weld	16.0	1.50	.013	13,427	2.20	.020	3,177	1,776	1,200	500	10.244	20,623	1.75	.014	1,289	116	111
Pueble	Pueblo	58.0	5.43	.045	31,920	5.22	.046	7,350	6,050	2,061		27,030	55.037	4.66	. 037	949	86	81
Sterling	Logan	7.5	.70	.006	6,825	1.12	.010	1,551		632	270	5,560	7,872	.67	.005	1,050	95	90
Trinidad	Las Animas	12.3	1.15	.010	8,006	1.31	.012	2,250	*	374		7,451	8,856	.75	.006	720	65	62
TOTAL ABOVE CI	TIES	528.1	49.48	.415	431,956	70.67	.627	93,147	100,371	18,550	22,196	658,696	713,174	60.43	.481	1,350	122	116
STATE TOTAL		1,067.3		. 838	611,229		.887	148,425	116,935	37,301	32,880	716,972	1,180,088		.795	1,106		95

\*Withheld to avoid disclosure,

For Colorado County figures, see page 322.

		POP	ULATI DLATI AL ES 1-1944	T.			RETA		ES-1944 TIMATE				EFFECT	SH.		INCO		44
CITY	COUNTY	Total (in	0%	0%	Dollars	%	%			RE GROUI		Whole- sale Sales 1944	Dollars	%	%	P	er Capi	ta
		thou- sands)	% of State	of U.S.A.	(in thousands)	of	of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of	U.S.A.	Dol-	Ratio to State	Ratio to U.S.A
LoganOgden	Cache		2.23 12.34	.057	56,016	17.09	.081	2,340 12,352	8,935				97,210	14.94	.065	1,350	121	110
Provo Salt Lake City	Utah	25.1 178.9	4.30		13,866 156,740			2,788 34,177			7,411	10,650 293,168					138	
TOTAL ABOVE CI	TIES	289.0	49.54	.227	236,924	72.29	.344	51,657	49,634	8,183	10,732	382,989	411,611	63.26	.277	1,424	128	12
STATE TOTAL		583.4		.458	327,759	l	.476	77,580	60,200	15,504	14,386	438,940	650,650		.439	1,115		9

For Utah County figures, see page 319.

#### NEVADA — City Data

Ely	18.5	3.14 14.17 19.52	.015	7,952 16,258 44,387		.024	1,891 3,416 7,860	726 • 6,976	666 1,482	1,805	7,200 24,548	7,852 30,283 64,600	13.38	.020	1,915 1,637 2,533	95	164 140 217
TOTAL ABOVE CI TIES	48.1	36.83	.038	68,577	57.32	.100	13,167	7,702	2,148	1,805	31,748	102,735	45.38	.069	2,138	123	183
STATE TOTAL	130.6		.103	119,642		.174	26,805	12,451	4,700	4,768	52,737	226,413		.152	1,734		149

† 1940 Census. For Nevada County figures, see page 323.

#### ARIZONA -- City Data

Flagstaff	Coconino	7.5	1.32	.006	6,109	2.21	.009	874	*	277	*		8,105	1.39	.005	1,081	105	92
Phoenix	Maricopa	87.7	15.40	.089	109,215	39.57	.159	15,556	19,045	5,770	5,052	99,032	139,332	23.86	.094	1,589	155	136
Prescott	Yavapai	7.0	1.23	.005	7,554	2.74	.011	1,576	1,367	365	431	2,520	11,330	1.94	.008	1,619	158	139
Tucson	Pima	47.0	8.25	.037	52,266	18.93	.076	11,150	7,610	2,583	3,273	25,598	. 70,600	12.09	.048	1,502	146	129
Yuma	Yuma	10.0	1.76	.008	6,303	2.28	.009	1,045	1,194	932	316	5,914	11,940	2.05	.008	1,194	116	102
TOTAL ABOVE CI	TIE3	159.2	27.96	.125	181,447	65.73	. 264	30,201	29,216	9,927	9,072	13,306	241,307	41.33	.163	1,516	148	130
STATE TOTAL		569.3		.447	276,045		.401	67,444	42,890	18,110	13,496	193,044	583,907		.394	1,026		88

For Arizona County figures, see page 323.

#### NEW MEXICO - City Data

Albuquerque	Bernalillo	40.0	7.99	.031	37,328	19.01	.054	8,085	*	2,713	1	34,615	64,026	17.28	.043	1,601	211	137
Carlsbad	Eddy	8.5	1.70	.007	7,223	3.68	.011	1,838	935	583	448	2,100	9,484	2.56	.006	1,116	148	95
Clovis	Curry	15.0	3.00	.012	11,532	5.87	.017	1,966	2,467	1,178	841	6,194	19,750	5.33	.013	1,317	174	113
Gallup	McKinley	8.2	1.64	.006	7,967	4.08	.012	1,438		459	358		9,451	2.55	.006	1,153	153	99
Hobbs	Lea	12.5	2.50	.010	9,145	4.66	.013	2,075	1,274	893	286		18,656	5.04	.013	1,492	197	128
Roswell	Chaves	20.0	4.00	.015	11,873	6.05	.017	2,166	2,647	1,438		10,704	20,095	5.43	.014	1,005	133	86
Santa Fe	Santa Fe	22.0	4.40	.017	12,431	6.33	.018	3,567		657	*	8,450	22,327	6.03	,015	1,015	134	87
TOTAL ABOVE CI	TIES	128.2	25.23	.098	97,499	49.66	.142	21,135	7,323	7,921	1,933	62,063	163,789	44.22	.110	1,298	172	111
STATE TOTAL		490.0		.385	198,336		.285	47,761	25,381	14,432	9,414	121,124	370,404		.249	756		65

\*Withheld to avoid disclosure.

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For New Mexico County finures, see page 324.

Before using these figures, see explanation page 17.

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SIMPLE ARITHMETIC

4,379,088

617,690

Secondary
area

4,996,778

\*\*

\*when you buy KFI you reach a market of 4,996,778 people!

KFI...NBC for LOS ANGELES

Barle C. anthony Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

#### Pacific States—City Data

CALIFORNIA - City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	1	PULATI DCAL ES 1-1-194	ST			SA	D EST	S-1944 IMATE				EFFECT		EST			и
CITY COUN	Y Tota	1 % ef	% af	Dollars	% af	% of			E GROUI		Whole- sale Sales 1944	Dollars	%	% of	Po	er Capi	ta
	thou sand			(In thousands)	State		Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of State	U.S.A.	Doi-	Ratio to State	Ratio to U.S.A.
Alameda Alameda	43.	7 .55	.034	18,934	.32	.028	8,433	802	598	1,298	4,925	80,692	.62	.054	1,846	111	158
Alhambra Los Angele	42.	01 .53	.033	40,172	.69	.058	10,931	3,468	2,304	1,524	4,380	80,552	.61	.054	1,918	115	164
Anaheim Orange				10,904	.19		2,750	1,446	393	338	11,619	16,069	.12	.011	1,004	60	86
Auburn, Placer				8,203	.14	.012	2,098	1,322	784	272		7,300	.07	.005	1,460	88	125
Bakersfield Kern	32.	.41	.025	68,769	1.17	.100	11,711	538	5,339	1,598	29,195	48,107	.37	.032	1,503	90	129
Belvedere Los Angele	37.	2† .47	.029	10,760	.18	.016	4,541	1,024	312	268	2,130	42,355	.32	.029	1,139	69	98
Berkeley Alameda	111.	1 1.41	.087	75,502	1.29	.110	28,807	7,553	3,032	4,475	19,129	220,149	1.68	.148	1,982	119	170
Beverly Hills Los Angele				62,873	1.07	.091	13,559	920	4,877	2,944	2,400	75,152	.57	.051	2,277	137	195
Brawley imperial				11,117	.19	.016	. 2,616	1,970	1,076	374	7,125	18,304	.14	.012		84	
Burbank Los Angele	56.	.71	.044	22,184	.38	.032	5,933	1,096	1,110	770	11,251	60,894	.46	.041	1,087	65	93
Burtingame San Mateo	15.	91 .20	.012	23,183	.40	.034	7,477	1,242	431	902	2,540	30,476	.23	.021	1,917	115	164
Chice Butte	12			18,636	.32		3,965	2,312	1,414	522	3,700		.15		1,635	98	
Compton Los Angele				17,578	.30		4,629	884	1,468	748	2,050		.25	.022	1,404	84	120
Culver City Los Angele	12.	3 .16	.010	11,909	.20	.017	2,036	326	1,108	340	4,925	16,710	.13	.011	1,359	82	116
El Centro Imperial	10	.0 .13	.008	18,161	.31	.026	2,750	424	1,800	634	11,500	13,420			1,342	81	115
El Monte Los Angele	5	.07	.004	8,672	.15	.012	2,248	380	452	320		6,110	.05	.004	1,153	69	99
Eureka Humboldt		.0 .24	.015	23,146	.39	.034	6,099	3,904	785	666	3,670	23,376	.18	.016	1,230	74	105
Freeno Freeno	65	.5 .83	.051	100,337	1.71	.146	21,207	12,391	6,652	3,463	122,262	120,209	.92	.081	1,835	110	157
Fullerton Orange	12	.0 .18	.009	9,466	.16	.014	2,492	626	413	322	9,613	15,799	.12	.011	1,317	79	113
Glendale Los Angelo	100	0 1.27	.078	87,886	1.50	.128	22,829	12,348	3,607	3,164	14,350	160,184	1.22	.108	1,602	96	137
Grass Valley Nevada	6	.0 .00	.005	8,857	.15	.013	2,664	696	839	324	4,125	7,108	.05	.005	1,185	71	102
Hanford Kings	10	.5 .13	.008	14,147	.24	.020	3,017	1,736	701	426	2,700	11,340	.09	.008	1,080	65	
Hayward Alameda	12	.0 .18	.009	17,003	.29	.025	3,696	1,164	2,043	498	6,450	21,942	.17	.015	1,829	110	
Huntington Park Los Angele	28	.61 .36	.022	44,727	.76	.065	6,494	7,566	1,160	1,404	10,725	59,803	.46	.040	2,091	126	
Inglewood Los Angelo	38	.2 .41	.030	26,400	.45	.038	6,351	2,738	648	1,468	2,260	48,044	.37	.032	1,258	76	108
Lodi San Joaqu	1 12	.4 .10	.010	13,735	.23	.020	3,572	1,282	1,325	432	8,281	14,384	.11	.010	1,160	70	
Long Beach Los Angels	225	.0 2.8	.177	233,504	3.99	.339	50,281	30,515	8,022	8,207	76,518	574,872	4.39	.387	2,555	154	
Los Angeles Los Angele	1,775	.0 22.5	1.394	1,434,261	24.47	2.083	336,657	260,209	44,557	57,736	2,783,751	3,411,460	28.04	2.299	1,922	116	
Madera Madera	6	.7 .0			.15	.012	2,258		724		2,095	7,611	.06	.005			
Martinez Contra Con	a 7	.6 .10	,000	9,302	.16	.013	2,507	1,024	582	436	1,320	11,993	.09	.008	1,578	95	135
Marysville Yuba	8	.0: .10	.006	20,904	.36	.030	4,826	2,698	1,608	734		10,768	.08	.007	1,346		
Merced Merced	11	.5 .1	. 009	18,731	.32	.027	4,145	2,402	1,185	574	3,950	13,225			1,150		
Modesto Stanislaus		.0 .2	.018	39,010	.67	.057	7,634	4,728	3,305	1,112							
Monrovia Los Angele		.81 .10					3,216			406						108	
Monterey Monterey.	8	.7 .1	.007	14,999	.28	.022	3,320	1,822	759	586	*****	13,033	.10	.010	1,498	90	128
Napa Napa	22	.0 .2	.017	16,558	.28	.024	3,636	2,216	1,528	604	4,825	20,812	.16	.014			
Dakland Alameda.	381	4 4.8	.300	405,067	6.91	.588	122,531		15,637	16,511	26,615	800,271		.539			
Ontario San Berna	dino 18	.0 .2	.014	13,794	.24	.020	3,876	1,006	589	524	3,920	23,454	.20	.016	1,303	78	112

† 1940 Census. † 1942 Estimate, \*Withheld to avoid disclosure,



Los Angeles—before the war America's fifth greatest manufacturing center, and since, second in the production of war goods!

Ahead dawns an even greater peacetime industrial structure strengthened by almost half a million added population, more skilled workers, abundant raw materials including steel, multiplied plant facilities, and expanding markets at home and abroad—all on a foundation of more than half a century of proven capacity to absorb staggering gains in population and to provide payrolls.

Note, too, that this market's 1944 retail sales are estimated at \$2,290,441,000 and it's buying income at \$5,443,037,000.\*

Keeping pace, the Herald-Express reaches thousands upon thousands more families in the vital city and retail zones than any other daily newspaper. This years-long reader preference makes it the Number One advertising buy among all Los Angeles dailies.

\*Source: Sales Management's Survey of Buying Power

LARGEST DAILY CIRCULATION IN THE WEST

Herald-Express

Represented Nationally by Paul Block and Associates

sales factors @ mean opportunity for YOU!

1945 Sales Management Survey Data City of San Diego

1944 Effective Buying Income

\$780.135.000

Per Capita

2,000

Ratio to California, 120. Ratio to U. S. A., 171

San Diego County Farm Dollars (Gross) 43,260,000

San Diego Union and Tribune-Sun Circulation

Daily . . . 133,000

Sunday . . 100,000

San Diego is an area of sales opportunity for YOU. The San Diego Union and Tribune-Sun provide the one best way to cultivate this prosperous market.

#### UNION and

HOLLIDAY CO., Inc. NEW YORK . CHICAGO . DENVER . SEATTLE . PORTLAND

CALIFORNIA — City Data — (Continued)

The "SM" symbols mark original, exclu-sive estimates by SALES MANAGEMENT.

		POPI	ULATION AL ES	T.			RETA	SALE EST	S-1944 IMATE				EFFECT		UYING EST			144
CITY	COUNTY	Total (in	%	% of	Dollars	%	% of			RE GROUI		Whole- sale Sales 1944	Dollars	% of	% of	P	er Capi	ta
		thou- sands)			(in thousands)		U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of State		Dol-	Ratio to State	Ratio) to U.S.A.
Oroville	Butte	4.1	.05	.003	9,361	.16	.013	3,129	1,138	305	252		4,920	.04	.003	1,200	72	103
Oxnard	Ventura	13.0	.17	.010	1,292	.02	.002	2,562	834	940	242	4,950	15,704	.12	.011	1,208	73	104
Palo Alto	Santa Clara	21.4	.27	.017	23,453	.40	.034	5,472	2,468	1,308	1,122	24,628	30,842	.23	.021	1,441	87	123
Pasadena	Los Angeles	92.0	1.17	.072	87,873	1.50	.128	21,620	14,061	3,175	3,850	30,773	204,435	1.56	.138	2,222	134	190
Petaluma	Sonoma	9.6	.12	.008	20,561	.35	.030	3,139	972	863	456	15,000	14,913	.11	.010	1,553	93	133
Pfttsburg	Contra Costa	11.0	.14	.009	8,611	.15	.013	2,043	2,290	87	354	3,850	11,115	.08	.007	1,010	61	87
Pomona,	Los Angeles	27.0	.34	.021	25,708	.44	.037	5,702	3,038	819	994	18,895	42,911	.33	.029	1,589	96	136
Porterville	Tulare	6.5	.08	.005	12,931	.22	.019	2,310	1,646	951	406	5,911	7,447	.06	.005	1,146	69	98
Redding	Shasta	10.3	.13	.008	20,573	.35	.030	4,168	2,150	1,726	706		12,566	.09	.009	1,220	73	105
Redlands	San Bernardine	16.0	.20	.013	11,715	.20	.017	3,189	900	615	442	38,850	24,060	.18	.016	1,504	90	
Redende Beach	Los Angeles	13.1	.17	.010	7,819	.13	.011		408	245	278	2,160	19,274	.15	.013	1,471	88	127
Redwood City	San Mateo	16.7	.21	.013	14,143	.24	.021	4,329	1,838	925	420	5,852	21,693	.16	.014	1,299	78	111
Richmond	Contra Costa	110.0	1.40	.086	38,711	.66	.056	15,254	2,130	841	1,468	7,400	113,190	.86	.076	1,029	62	88
Riverside	Riverside	49.4	.65	.039	34,205	.58	.050	7,448	4,138	2,109	1,276	24,431	68,469	.52	.046	1,386	83	
Sacramento	Sacramente	106.5	1.35	.084	109,526	1.87	.159	24,825	19,519	6,255	6,450	146,382	240,117	1.83	.162	2,255	136	193
Satinas	Monterey	12.8	.16	.010	28,098	.48	.041	4,969	2,494	3,268	1,006	27,807	22,951	.18	.015	1,793	108	154
San Bernardine	San Bernarding	60.8	.77	.048	48,295	.79	.067	10,125	7,354	2,263	1,823	27,447	108,250	.83	.073	1,780	107	153
San Buenaventura	Ventura	15.3	.19	.012	21,623	.37	.031	5,989	2,192	1,084	650	6,150	21,290	.16	.014	1,392	84	119
San Diego	San Diego	390.0	4.95	.306	310,868	5.31	.452	81,659	52,397	10,905	13,064	119,767	780,135	5.95	.526	2,000	120	171
San Fernando	Los Angeles	12.0	.15	.009	11,731	.20	.017	2,980	1,108	710	470	40,048	9,757	.07	.007	813	49	70
San Francisco	San Francisco	686.0	8.70	.539	590,213	10.07	.857	151,055	100,563	13,909	25,415	2,983,363	1,600,557	12.22	1.078	2,333	140	
San Jose	Santa Clara	80.5	1.02	.063	94,136	1.61	.137	23,374	14,250	3,080	3,260	46,576	180,247	1.37	.121	2,239	135	192
San Leandro	Alameda	20.8	.26	.017	8,536	.15	.012	3,195	684	486	442	3,390	24,491	.19	.017	1,177	71	
San Luis Obispo	San Luis Obispo	11.6	.15	.009	14,881	.25	.022	3,071	2,256	674	438	4,251	18,096	.14	.012	1,560	94	134

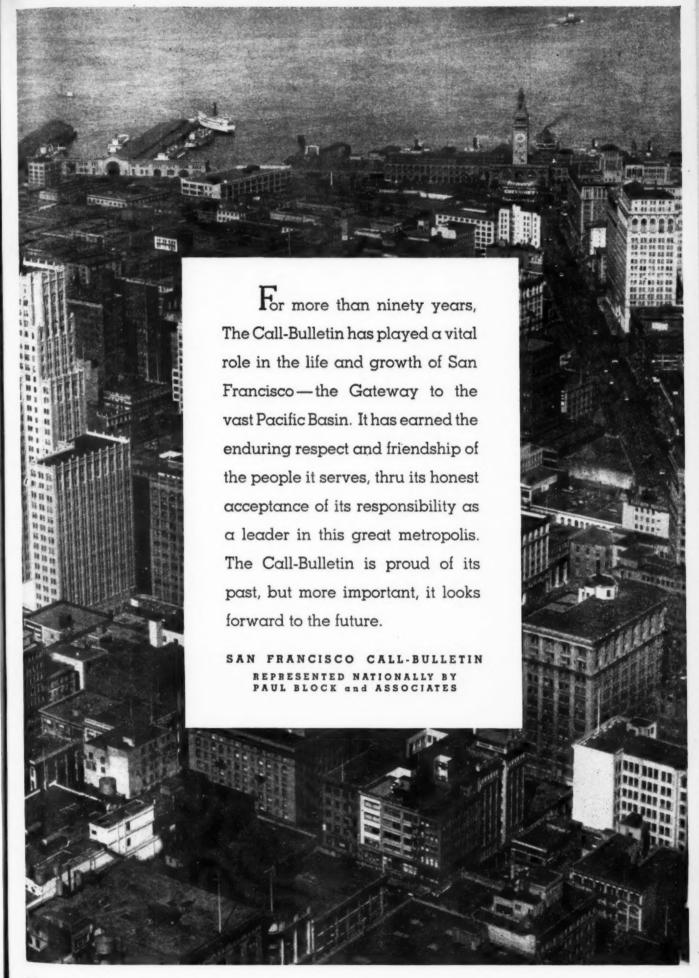
<sup>1940</sup> Census. 1942 Estimate,

#### IT MAY SOUND REPETITIOUS, BUT-

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 17 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all county and city figures.

<sup>\*</sup>Withheld to avoid disclosure.

Before using these figures, see explanation page 17.



MAY 15, 1945

exclu-MENT.

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U.S.A.

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		POPL	CIVIL ULATIO AL ES 1-1944	T.			RETA	SALE	S-1944 FIMATE				EFFECT		YING EST			44
CITY	COUNTY	Total (in	%	%	Dollars	%	%			E GROUI		Whole- sale Sales 1944	Dollars	% of	%	Pe	or Capi	ta
		thou- sands)		of	(in thousands)	of State	of U.S.A.	Food	General Mrise.	Lum Bidg Hdwre.	Drug		(in thousands)		of U.S.A.	Dol-	Ratio to State	Ratio to U.S.A.
San Matee	San Mateo	25.3	.32	.020	16,447	.28	.024	6,333	1,976	1,408	502	1,075	28,071	.21	.019	1,110	67	95
San Rafael	Marin	12.1	.15	.010	18,567	.32	.027	4,493	2,322	1,437	420	7,550	13,976	.11	.009	1,155	69	
Santa Ana	Orange	44.0	.56	.035	42,224	.72	.061	8,719	6,125	2,483	2,283	16,634	64,363	.49	.043	1,463	88	125
Santa Barbara	Santa Barbara	40.0	.51	.031	38,842	.66	.056	11,502	3,244	2,053	1,530	23,288	96,174	.73	.065	2,404	145	206
Santa Cruz	Santa Cruz	20.0	.25		21,672		.031	5,155		1,538	818	5,355		.28			101	
Santa Maria	Santa Barbara	8.51	.11	.007	13,010			3,017	1,054	1,255	366	7,714	12,965	.10		1,525	92	
Santa Monica	Los Angeles	64.0	.81	.050	80,240			14.013	6,470		2,700			.67	.059	1.367	82	
Santa Rosa	Senema	12.8†	.16	.010	25,833	.44	.038	5,228	3,660	1,961	848	12,205	20,850	.16	.014	1,655	100	
South Gate	Los Angeles	42.01	.53	.033	14,678	.25	.021	6,856	128	784	502	6,300	38,711	.30	.026	922	55	79
Stockton	San Joaquin	70.0	.89		61,055			14,252	6,768	4,055	2,090	74,023		1.03	.091	1,932	116	
Taft	Kern	3.21	.04		8,912			1,759	696	605	184		5,821	.04		1,819	109	
Tulare	Tulare	8.3	.11	.007	13,916			2,442	1,906	1,452	408	5,911	10,321	.08	.007	1,243	75	
Turlock	Stanielaus	11.0	.14	.009	10,096	.17	.015	2,169	930	827	246		17,380	.13	.012	1,580	95	
Vallejo	Solano	35.01	.44	.027	24,038	.41	.035	6,693	3,468	1,083	698	5,370	40,542	.31	.027	1,158	69	99
Visalia	Tulare	11.0	.14	.009	17,102	. 29	.025	3,603	1,884	1,288	510	4,060	11,917	.09	.008	1,083	65	93
Watsonville	Santa Cruz	10.9	.14	.009	15,069			3,191	2,082		500	9,032	15,009	.11	.010	1,377	83	118
Whittier	Los Angeles	19.0	.24	.015				4,973	2,020		766	8,053	30,576	.23	.021	1,609	97	138
Woodland	Yolo	8.5	.11	.007	11,207	.19		2,750	1,274	844	550	6,285	11,382	.09	.007	1,339	81	1 4
TOTAL ABOVE CI	TIES	5,510.7	69.92	4.329	4,982,943	85.02	7.236	1,235,547	766,213	208,650	198,325	7,017,281	10,463,542	79.87	7.050	1,899	114	163
STATE TOTAL		7,881.9		6,192	5,880,485		8 511	1 580 967	820.310	297 574	231 376	B 317 153	13,100,857		8 827	1 662		142

For California County figures, see page 326.

#### OREGON - City Data

												-		-		-	- 1	
Albany	Linn	7.0:	.60	.006	9,304	1.06	.014	2,047	1,762	786	250	5,558	9,134	.55	.006	1,305	88	112
Astoria	Clatsop	10.41	.89	.008	15,762	1.79	.023	4,399	2,116	1,069	557	11,740	18,656	1.13	.013	1,794	120	154
Baker	Baker	8.1	.69	.008	11,888	1.35	.017	3,268		144	528	7,584	13,262	.81	.009	1,637	110	140
Bend	Deschutes	12.0	1.02	.009	13,010	1.48	.019	3,776		663	545	7,376	13,027	.79	.009	1,086	73	93
Corvallis	Benton	15.0	1.28	.012	13,902	1.58	.020	3,992				4,830	12,669	.77	.009	845	57	72
Eugene	Lane	26.2	2.23	.021	36,244	4.12	.053	7,638	5,798		1,442	19,220	40,997	2.49	.028	1,565	105	134
Grants Pass	Josephine	6.81	.58	.005	9,292	1.06	.013	2,689	*	588		1,652	11,979	.73	.008	1,762	118	151
Klamath Falls	Klamath	16.5	1.41	.013	34,642	3.94	.050	7,213	6,314	1,002	1,240	17,454	31,434	1.91	.021	1,905	128	163
La Grande	Union	8.8	.75	.007	9,882	1.12	.014	2,534	1,714	438	471	5,402	10,307	.63	.007	1,171	79	100
Marshfield	Coos	5.3†	.45	.004	10,978	1.25	.016	2,962	1,685	465	438	3,750	7,337	.45	.005	1,384	93	119
Medford	Jackson	17.0	1.45	.013	19,482	2.21	.028	4,897	3,481	1,274	795	14,025	24,717	1.31	.015	1,267	85	109
Oregon City	Clackamas	9.3	.79	.007	10,642	1.21	.015	3,202	1,010	527	524	1,683	12,408	.72	.008	1,334	90	114
Pendleton	Umatilla	11.4	.97	.009	12,270	1.39	.018	2,643	1,680	1,281	488	3,708	10,852	.57	.007	952	64	82
Portland	Multnomah	398.9	34.00	.313	376,155	42.76	.546	90,256	115,488	7,553	15,103	746,976	850,964	47.66	.524	1,950	131	167
Roseburg	Douglas	7.5	.64	.008	9,310	1.06	.014	2,142	1,528	475	262		11,939	.24	.008	1,592	107	136

† 1940 Census. † 1942 Estimate. \*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

"Westinghouse in the West" • This 5000-watt station, in Portland, Oregon, covers the core of the great, thriving Northwestern Empire of shipbuilding, lumber, grain, fruit, and abundant power resources. Broadcasting Blue Network programs and locally originated shows of high calibre, KEX is a major selling-force in this stimulating and prosperous area.

REPRESENTED NATIONALLY BY PAUL H. RAYMER CO



#### China...is a customer!

More than 400,000,000 people—nobody rally knows how many; a few wealthy, but most poor beyond our imagining; rich only in numbers, the will to work, untapped resources, the future . . . and our friends unless we waste their friendship.

Chinafirst needs peace, then everything!

She produces fifty thousand tons of steel

ayear, can use twenty million ... needs a

million miles of road, a million new homes

per year, and within the next decade

150,000 engineers and 250,000 physicians!

THINK of China in terms of pennies, sent by hundreds of millions of people ... people whose few pennies per year would eclipse all our former exports to Europe, whose few pennies per month would pass all the decimals on our adding machines! And China can pay in her own products, materials and handicrafts, and in interest on credit advanced . . . China is a

customer we need to absorb our own excess production, prime prospect to perpetuate our own prosperity! A. U. S. Loan of \$500,000,000 made in 1942 is enough to start the cycle, speed the flow of goods.

The inevitable development of Orient trade and the Pacific is an important new business index for San Francisco, transfer site to global traffic, new Chicago of both oceans...will add additional assets of new industries, new population and housing, wider financing, wholesaling and shipping . . . all of which make San Francisco a high priority point for extra sales effort, more intensive advertising.

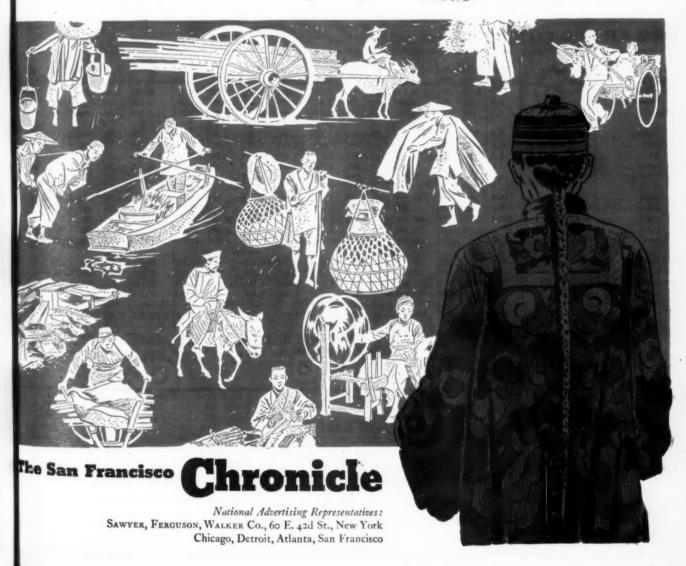
The Chronicle... native newspaper that since the Gold Rush days has reflected the world, the country, the city and the West to Californians who are intelligent enough to want.

to know, concerned enough to care.

Anchored in the past, but aware of the present, alert to the future, The Chronicle is liberal beyond localism, conscientious above Chamber of Commerce objectives, for the common good rather than special privilege, stubborn in conviction, strong enough to speak its mind on any issue.

Journalistically competent and able, The Chronicle has always had the respect of people who count in California... reaches the upper fourth of San Francisco families, has a wide web of influence outside... is comprehensive enough in its coverage and influence to sell second hand furniture or secure a corporation's future, get acceptance for good stores, good products...

will grow in service as its markets grow...A talk with a Chronicle representative is a first timely step towards better business on the West Coast tomorrow.



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ONLY NETWORK STATION

# The Mutual Don Lee Station In TACOMA

Washington's No. 2 Market!

And for the sales-rich Yakima Valley — Buy KIT YAKIMA

#### OREGON - City Data - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

		POP	ULATI ULATI AL ES	T.			RETA	SALE ES	S-1944 TIMATE				EFFECT	SK		INCOM		144
CITY COUNTY	COUNTY	Total (in	% of	%	Dollars	%	%			RE GROUI		Whole- sale Sales 1944	Dollars	%	%	* P(	er Capit	12
		thou- sands)		of	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug		(in thousands)	of	of U.S.A.	Dol-	Ratio te State	- to
Salema	Marion	35.5 7.0	3.02		30,786 11,482			7,552 2,812		2,400 399	750 402	19,947 6,597	45,027 9,313	2.55	.028		-	
TOTAL ABOVE CI	TIES	602.7	51.37	.473	635,031	72.18	.922	154,022	148,349	19,064	23,793	877,502	1,134,022	64.05	.711	1,750	118	15
STATE TOTAL		1,173.2	1	.922	879,753		1.278	240,419	167,290	38,328	33,103	1,038,910	1,746,808		1.100	1,489		12

For Oregon County figures, see page 336.

#### WASHINGTON - City Data

	1	1		1														
Aberdeen	Grays Harbor	18.8	.99	.015	,			6,806	3,914			,	30,732	1.04	.021	1,635		140
Bellingham	Whatcom	32.5	1.71	.026	34,465	2.30	.050	9,639	5,606	1,528	1,214	24,355	41,927	1.42	.028	1,290	83	111
Bremerton	Kitsap	62.0	3.25			1.47	.032	7,106	2,621	1,176	967	7,747	56,177	1.90	.038	906	58	70
Centralia	Lewis	9.6	.50	.008	9,969	.66	.014	2,417	1,684	348	265	7,888	10,386	.35	.007	1,082	70	93
Chehalis	Lewis	5.1	.27	.004	10,117	.67	.015	2,199	1,664	442	242	5,030	6,061	.20	.004	1,188	76	102
Ellensburg	Kittitas	6.5	.34	.005	10,473	.70	.015	3,109	710	404	256	3,864	7,278	.25	.005	1,120	72	90
Everett	Snohomish	35.0	1.84	.027	40,288	2.69	.059	11,869	8,615	1,101	1,070	21,834	44,457	1.50	.030	1,270	82	101
Kelso	Cowlitz	6.7†	.35	.005	9,159	.61	.013	3,353	622	405	198	2,978	9,322	.31	.006	1,391	90	119
Longview	Cowlitz	13.4‡	.70	.011	15,465	1.03	.023	2,896	4,497	364	434	5,494	16,305	.55	.011	1,217	78	100
Mt. Vernen	Skagit	4.9	.28	.004					1,987	419			4,611			1	61	81
Olympia	Thurston	15.5	.81	.012	25,271	1.68	.037	6,322	3,577	1,219	863	9,317	22,141	.75	.015	1,428	92	127
Port Angeles	Clallam	9.4†	.49	.007	11,997	.80	.017	3,698	1,896		1				.011			144
Seattle	King	480.0	25.19	.377	484,476	32.29	.704	109,623	117,115	9,272	15,259	1,183,072	1,095,363	37.00	.738	2,282	147	196
Spokane	Spokane	155.0	8.13	.122	134,138	8.94	.195			3,785	5,664	199,426	340,312	11.49	.229	2,196	141	188
Tacoma	Pierce	142.0	7.45	.112	135,268	9.01	.196	33,268	26,513	5,112	3,915	157,569	278,318	9.40		1	126	168
Vancouver	Clark	30.0	1.57	.023	29,341	1.42	.031	6,963	3,562	1,044	703	24,350	38,628	1.30	.026	854		73
Walla Walla	Walla Walla	22.0	1.16	.017	25,949	1.73	.038	5,460	4,917	1,826	921				.019	1,258	81	100
Wenatchee	Chelan	13.1	.69	.010		1	1				1	,						135
Yakima	Yakima	34.8	1.83	.027		1		.,,	1			,		1	1	1	1	92
TOTAL ABOVE CI	TIES	1,098.3	57.53	.861	1,100,657	73.48	1.602	260,815	232,375	34,100	35,816	1,797,150	2,102,831	70.40	1.410	1,900	122	160
STATE TOTAL		1,905.5		1.497	1,500,644		2.180	407,875	255,690	56,439	45,542	2,012,370	2,960,670		1.995	1,554		13

† 1940 Census. † 1942 Estimate. \*Withheld to avoid disclosure.

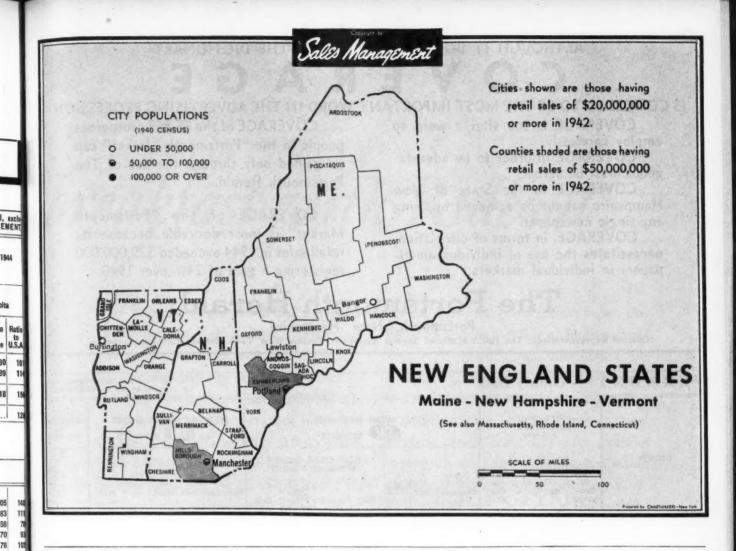
For Washington County figures, see page 334. Before using these figures, see explanation page 17.

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#### New England States—County Data

MAINE - County Data

122

131 page 334. page 17.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	1		CIVIL ATION 1944			á.	RETA	IL SALE	S-1944 IMATE					BUYING ES			ADVE	ES— ERTIS- IG TROLS
COUNTY	Total	%	% of	Families		%	%		UR STOR			Dollars	% of	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Androscoggin (Lewiston-																		
Auburn)	73.7	9.42	.058	20.3	45,465	9.90	.066	14,407	6,593	1,798	1,049	83,340	9.79	.056	4,105	5,269	.059	102
Aroostook	79.8	10.20	.063	17.9	35,981	7.84	.052	9,601	3,493	2,952	1,178	63,324	7.44	.043	3,538	48,574	.050	79
Cumberland (Portland)	152.9	19.55	.120	43.9	125,015	27.23	.182	34,199	15,370	5,136	5.081	213,992	25.13	.144	4.875	9,512	.151	128
Franklin	16.5	2.11	.013	4.7	8,457	1.84	.012	2,561	462	317	328	16,128	1.89		3,431	3,959	.012	92
Hancock	27.1	3.46	.021	8.4	16,129	3.51	.023	6,703	965	554	549	32,432	3.81	.022		3,535	.022	
Kennebec (Augusta-																		
Waterville)	68.2	8.72	.054	18.3	42,171	9.19	.061	12,917	4,548	2,191	1,416	80,919	9.50	.054	4,422	8,089	.056	104
Knex (Rockland)	22.9	2.93	.018	7.4	14,725	3.21	.021	5,177	1.083	654	408	29,259	3.44	.020	3.954	4,279	.020	111
Lincoln	16.4	2,10	.013	5.3	8,494	1.85	.013	2,705	349	694	290	14,499	1.70	.010	2.736	3,183	.012	
Oxford	35.8	4.57	.028	9.9	17,899	3.90	.026	6,422		1,087	706	34,877	4.10	1		6,313	.025	
Penebecot (Bangor)	86.4	11.05	.068	23.3	50,733	11.05	.074	15,842		1,715	2,280	110,254	12.95			11,548	.073	
Piscataquis	17.1	2.19	.013	5.1	6,686	1.46	.010	2,639	345	365	332	14,720	1.73	.010	2,886	2,558	.011	85
Sagadahoc (Bath)	20.6			6.3	9,348	2.04	.014	3,513	855	360	342	14.942	1.76	.010		1,706	.012	
Somerset	30.9	3.95	.024	8.8	14,625	3,19	.021	4,930		701	530	29,506	3.47	.020		7,183	.021	88
Waldo.	16.0		.013	4.8	7,619	1.66	.011	2,771	441	488	173	14,767	1.73			5,632	.011	
Washington.	29.8		.023	8.6	14,065	3.08	.020	5,420		597	396	24,604	2.89	.017	2,861	3,696	.019	
York (Biddeford)	88.1	11.26	.069	25.3	41,640	9.07	.061	16,083	2,834	2,015	1,462	73,820	8.67	.049		7,281	.057	
STATE TOTAL	782.2		614	218.3	459,050		.667	145,890	49,524	21,624	12,582	851.383		.573	3,900	132,317	. 809	96

For Maine City figures, see page 111.

Before using these figures, see explanation page 17.

MAY 15, 1945

[167]

#### ALTHOUGH IT DOES NOT APPEAR IN THE DICTIONARY

## COVERAGE

IS CONCEDED TO BE THE MOST IMPORTANT WORD IN THE ADVERTISING PROFESSION

... COVERAGE is too vital a word to employ carelessly.

... CÓVERAGE in order to be advantageous must be actual.

... COVERAGE in the State of New Hampshire cannot be achieved by using any single newspaper.

... COVERAGE, in terms of circulation, necessitates the use of individual newspapers in individual markets.

... COVERAGE of the 65,863 prosperous people in the "Portsmouth Market" can be gained only through the use of The Portsmouth Herald.

... COVERAGE of the "Portsmouth Market" is most desirable because its retail sales in 1944 exceeded \$29,000,000 registering a gain of 24% over 1940.

#### The Portsmouth Herald

Portsmouth, New Hampshire

National Representatives: The Julius Mathews Special Agency - Boston, New York, Detroit, Chicago, Syracuse

VERMONT — County Da
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA OPULA 2-15-	TION				RET S/A	AIL SAL	ES-1944 IMATE			EFFEC		UYING ES			IN	ES- ERTIS- NG TROLS
COUNTY	Total	%	% of	Families	Dollars	%	% of			RE GROU		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	u.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Addison	14.9	4.71	.012	4.0	7,704	3.95	.011	2,558	131	461	210	10,956	3.34	.007	2,739	7,795	.009	75
Bennington (Bennington)	20.9	6.61	.016	6.2	12,109	6.20	.018	4,062	747	543	437	25,425	7.75	.017	4,101	2,654	.017	106
Caledonia (St. Johnsbury)	21.8	6.90	.017	8.3	14,123	7.23	.021	3,753	871	474	438	21,637	6.60	.015	3,434	6,322	.017	100
Chittenden (Burlington)	47.1	14.90	.037	12.4	31,876	16.32	.046	9,180	6,100	1,743	1,009	56,560	17.25	.038	4,561	6,911	.040	108
Essex	5.4	1.71	.004	1.5	1,832	.94	.003	724	130	17	93	3,846	1.17	.003	2,564	1,425	.003	75
Franklin (St. Albans),	25.4	8.04	.020	6.8	12,976	6.65	.019	4.014	979	972	474	19,347	5.90	.013	2,845	9,602	.016	80
Grand Isle	3.2	1.01	.003	.8	1,155	.59	.002	451		174		2,220	.68	.001	2,775	1,557	.002	67
Lamoille	9.2	2.91	.007	2.5	4,827		.007	1,244		140	130	8,148	2,49			3,297	.007	100
Orange	17.0	5.38	.013	4.9			.009	1,929	120	164	229	10,542	3,21	.007		5,956		69
Orleans	17.2	5.44	.014	4.6			.016	2,598	1,561	323	403	15,644	4.77	.011		8,176		93
Rutland (Rutland)	39.0	12.34	.031	10.8	27,893	14.29	.040	7,887	3,544	995	982	47,964	14.63	.032	4,441	6,688	.034	110
Montpelier)	34.1	10.79	.028	9.3	24,915	12.78	.036	7,181	2,250	1,251	685	48,000	14.64	.032	5, 161	6,057	.032	123
Windham (Brattleboro)	25.1					and a second		5,119	2,061	1,100	442					4,339		
Windsor	35.8				~~			6,255			668		9.85			7,003		
STATE TOTAL	316.1		.248	87.4	195,260		.283	56,955	19,634	9,463	6,260	327,912		.221	3,752	77,782	.245	99

\*Withheld to avoid disclosure.

For Vermont City figures, see page 112.

Before using these figures, see explanation page 17.

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# breakfast with Rideout\*...

IN FOUR short months WEEI's famous weatherman, E. B. Rideout, has become the regular and welcome breakfast-companion of a majority of radio listeners in the New England area served by WEEI.

His early morning weather forecasts (Monday-through-Saturday at 6:45 A.M.) have a 6.9 rating, says the latest CBS Listener Diary Study. WEEI and Rideout thus draw an audience three times greater than that of any other Boston station at the same hour.

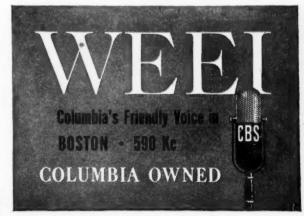
That's conclusive popularity—sure. But it's also typical of WEEI's overall popularity with New England's breakfast-time listeners. For WEEI—starting at 6:15 A.M.—brings Boston (and 57 other big cities) 105 minutes of news, information, time-signals and wake-up fun that roll up ratings ahead of the next-best Boston station by a long, roomy 74%.

New Englanders climb out of bed early these days. Morning tune-in is up sharply. Most of it is listening to such WEEI favorites as Moore and Girardin's *Top O' the Morning*, Happy Herb Lewis' sunny-side

antics, Lew Sargents' News, and the Farmer's Almanac, with Jesse Buffum's philosophy, wit, agricultural information and a 4.1 rating (at 6:30 A.M.) that's way out in front of a competing farm program.

Breakfast-time is WEEI-time in New England. Today is sales-time for sponsors to take advantage of WEEI's low morning rates and high morning ratings. E. B. Rideout and Jesse Buffum—at the moment—are available. Tell New England's early-rising radio audience, through WEEI, about what you have to sell. You can reach more of them through WEEI, because more of them listen to WEEI.

<sup>\*</sup>By which we mean that at 6:45 A.M. on an average weekday 117,200 listeners in WEEI's daytime primary area hear the weather forecasts of WEEI's E. B. Rideout. Figures are from the new CBS Listener Diary study (February, 1945).



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

18-

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raliy if aret dex 75 106 100

75

80 67

100

89 93

110

123

100

99

● Here is a solid sound market of 100,000 radio homes (more or less) in the three states which are the foundation and balance of many industries—where severe economic fluctuations are rarely felt—where customer acceptance can be won, and, once won, will be held.

WKNE stands as a "freak" among stations—literally in a class by itself. Because of the scarcity of large newspapers in its region, people in this region



must depend on radio, for news and for advertising, to an extent not known elsewhere in Eastern America.

WKNE is the one logical medium to cover the upper Connecticut River Valley. Without you can't cover New England completely. It's a must.

A SQUARE DEAL STATION

Representatives: Headley-Reed Company, Boston—Bertha Bannon Station WKNE, Keene, N. H. Associated with WSYR, WTRY, WELI

#### NEW HAMPSHIRE - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	р	OPA OPULA 2-15-	TION				RETA S/	EST	S-1944 IMATE					BUYING D ES			18	ES— ERTIS- IG TROLS
COUNTY	Total	0%	0%	Families	Dellars	% of	0%			RE GROU s of dollar		Dollars	0%	0%	Per	Gross Farm Dollars	%	Qual-
	(in thou- sands)	of State	of U.S.A.	(in	(in thousands)	of State	of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	% of State	% ef U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	
Belknap (Laconia)	22.0	4.85	.017	6.6	12,377	4.91	.018	3,989	1,211	555	346	19,617	4.54	.013	2,972	2,124	.015	88
Carroll	12.9	2.85	.010	3.9	6,993	2.78	.010	2,453	269	655	319	11,872	2.75	.008	3,044	1,500	.009	90
Cheshire (Keene)	33.6	7.41	.026	10.1	15,267	6.06	.022	4,729	1,550	1,007	565	30,388	7.03	.021	3,009	3,994	.022	85
Coos (Berlin)	31.2	6.88	.025	8.1	16,334	6.48	.024	5,315	1,285	729	670	28,748	6.65	.020	3,549	2,874	.022	88
Grafton (Lebanon)	38.8	8.56	.030	11.4	23,195	9.21	.034	6,306	1,890	1,274	1,181	40,180	.930	.027	3,525	5,100	.030	100
Hillsborough (Manchester-																		
Nashua)	136.0	30.00	.107	39.7	85,826	34.07	.125	28,188	8,406	3,378	2,523	140,158	32.44	.094	3,530	7,434	.106	99
Merrimack (Concord)	49.6	10.94	.039	13.8	28,331	11.24	.041	8,116	3,184	1,673	1,257	50,160	11.61	.034	3,635	5,716	.037	95
Rockingham (Portsmouth)	59.5	13.13	.047	18.3	29,248	11.61	.042	9,124	2,256	1,696	825	49,599	11.48	.033	2,710	7,145	.039	83
Strafford (Dover-Rochester).	42.9	9.47	.034	12.6	22,566	8.96	.033	6,871	2,250	2,075	607	38,748	8.98	.026	3,075	2,647	.030	88
Sullivan (Claremont)	26.8	5.91	.021	6.0	11,786	4.68	.017	3,310	1,632	743	381	22,642	5.24	.015	2,830	2,341	.017	81
STATE TOTAL	453.3		.356	132.4	251,923		.366	78,381	23,733	13,785	8,674	432,112		.291	3,264	40,875	.327	92

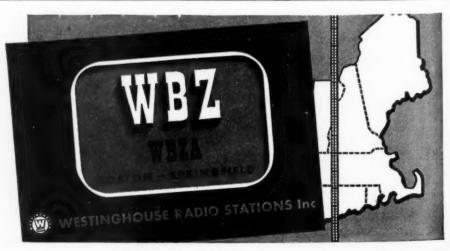
For New Hampshire City figures, see page 111.

#### MASSACHUSETTS - County Data

Barnstable (Barnstable) Berkshire (Pittsfield-	33.8	.90	.029	11.8	29,017	1.13	J42	10,986	1,572	2,941	1,387	50,697	.92	.034	4,297	3,788	.039	135
N. Adams)	115.8	2.83	. 091	33.3	70,224	2.74	.102	19,750	7,965	3,529	2,302	131,274	2.40	.088	3,942	6,410	.092	101
Attieboro)	342.5 5.0	8.37	.269	98.1 1.6	181,295 4,352	7.08	.263	59,140 1,908	18,280 184	8,076 236	7,640 246	420,493 6,810	7.67	.283	4,286 4,256	17,356 412		102

Before using these figures, see explanation page 17.

N enormously powerful 50,000 watt station, with a water borne voice directionally intensified so that it covers New England from Cape Cod to Maine. Synchronized with 1000 watt WBZA, Springfield, to reach, in the PRIMARY AREA, 75% of New England's population with NBC and outstanding local programs.



N



#### FACTS...

City of Manchester Population 1944 77,000

Effective Buying Income 1944 \$87,466,000

Per Capita Buying Income 1944 \$1,136

POST WAR POTENTIAL
BUYING POWER OF
\$95,000,000

\$100,000,000

A REAL POTENTIAL POSTWAR
MARKET IN THE CITY OF
MANCHESTER WITH A PLUS
STATE-WIDE MARKET

#### MANCHESTER knows!

Manchester isn't idly hoping postwar business will be better - she knows it will be! How? An actual survey made by the Post War Planning Board of Manchester covering 783 business and industrial establishments in Manchester revealed that there will be an increase of 7000 jobs for workers (over 1940 requirements)... 1400 more workers needed for stores, mercantile establishments, garages, etc.... and 5430 more industrial workers will be needed for manufacturing plants, mills and other types of employment. Project this optimistic picture statewide - translate this enormous potential new buying power into terms of your product and then plan to use New Hampshire's only newspaper that will reach this market for you...the Manchester Union-Leader . . . it Covers the State!

# the Manchester Union-Leader

MANCHESTER, NEW HAMPSHIRE

NATIONALLY REPRESENTED BY GEORGE A. MC DEVITT COMPANY

81

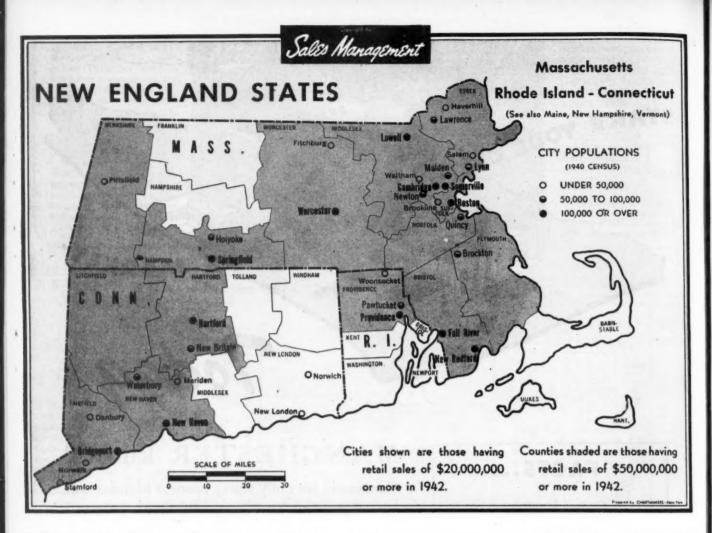
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MA	SSA	CHUSET	TS — County	Data -	(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	1	OPA ( POPUL 2-15-	ATION				SA	EST	S—1944 IMATE					BUYING D ES			SALI ADVE IN CONT	RTIS-
COUNTY	Total	%	%	Familles	Dellars	% of	%		UR STOR			Dellars	% of	% of	Per	Gress Farm Dollars	% of	Quality
	(in thou- eands)		U.S.A.	(in thou- sands)	(în thousands)	of State		Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Pe- ten- tial	Mar- ket Inde
Eseex (Lynn-Lawrence- Haverhill-Salem-Beverly- Gloucester-Peabody-																		
Newburypert)	460.1	11.24	.361	133.7	252,170	9.85	.388	87,178	24,980	8,850	10,698	568,321	10.34	.382	4,236	9,400	.373	10
Franklin (Greenfield) Hampden (Springfield- Holyoke-Chicopee-	47.8	1.17	.038	14.3	26,803	1.05	.039	7,954	2,120	974	801	47,685	.87	.032	3,335	8,876	.038	1
Weetfield-W. Springfield) Hampehire (Northampton)	321.3 71.3							70,448 10,527		9,110 1,242	9,820					7,150 10,783		
Middleeex (Cambridge- Somerville-Lowell-Newton- Medford-Malden-Everett- Waitham-Arilogton- Watertown-Belmont- Melrose-Framingham- Wakefield-Woburn- Mariborough-Natick).	918.7																	10
Nantucket	2.7				2,755			1,120			205	1,252,057 3,373						
Norfolk (Quincy-Brookline- Weymouth-Wellealey- Dedham-Norwood-																		
Needham)	330.1	8.06	.259	91.5	155,611	6.07	.226	52,136	8,054	7,083	7,964	340,505	6.20	.229	3,721	7,684	.233	1
Plymouth-Middleborough).	163.5	3.99	.129	50.3	96,208	3.76	.140	28,707	7,645	3,742	3,074	190,145	3.47	.128	3,780	18,883	.132	1

Before using these figures, see explanation page 17.

# THE SPRINGFIELD MASS. METROPOLITAN AREA

394,263 People living within a virtual 10-mile radius of City Hall A RICH MARKET OF CONCENTRATED BUYING POWER

\*292,810,266 Dollars
Retail Sales 1944

**TODAY** — and Tomorrow the "above Average" Springfield Metropolitan Area (29th in The U. S.) offers a live rich sales opportunity for your products.

AND—the lowest milline rate (\$1.91) in New England excepting Boston, make the Springfield Newspapers the economy buy for covering this great industrial area.

FOR — here 152,308 families read 144,000 copies of the Springfield Newspapers every Day.



The Springfield Newspapers, Springfield, Mass.

SAN FRANCISCO R. J. Birch 300 Montgomery St.

BOSTON
Springfield Newspapers
89 State St.

NEW YORK Springfield Newspapers 420 Lexington Ave. CHICAGO Springfield Newspapers 228 No. LaSalle St.

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117

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<sup>\*</sup> Sales Management Estimate 1944, further reproduction not licensed.

# WLAW

gives you

RETAIL SALES OF \$650,000,000

1,902,591 residents of 181 cities and towns comprise the daytime listening audience of WLAW.

Within the WLAW .5 mv/m contour the annual retail sales approximate \$650,000,000!

93.5% of the residents within the WLAW contour have radios.

Basic Blue June 15, 1945

LAWRENCE,
MASSACHUSETTS
5000 WATTS
680 K.C.



MASSACHUSETTS — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

	P	OPA OPULA 2-15-					SA	EST	S-1944 IMATE					BUYING D EST			11	ES- RTIS- IG TROLS
COUNTY	Tetal	%	%	Families	Dollars	%	% of		UR STOR			Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of		fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Suffolk (Boston-Chelsea- Revers) Worcester (Worcester- Fitchburg-Leominster- Gardner-Southbridge-	607.3	19.72	.634	222.2	730,117	28.51	1.061	161,137	198,015	20,110	28,880	1,331,067	24.29	.897	5,990	863	.893	141
Milford-Webster-Clinton- Athel)	472.2	11.54	.371	129.6	288,988	11.28	.420	96,435	36,305	14,052	11,128	595,334	10.87	4.01	4,594	22,140	.401	108
STATE TOTAL	4,093.1		3.215	1,147.0	2,561,270		37.20	777.956	382,115	101.038	108,610	5,478,901		3.692	4.777	137,707	3.605	112

<sup>\*</sup>Withheld to avoid disclosure.

For Massachusetts City figures, see page 112.

Before using these figures, see explanation page 17.

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#### IT MAY SOUND REPETITIOUS, BUT---

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 17 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all County and City figures.

# ALL THIS AND BOSTON TOO!



# THAT'S

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112

TME

## THE GREAT BOSTON MARKET!

Metropolitan Boston is the heart of the Boston market, which is composed of 40 towns and cities within 15 miles of Boston City Hall. Although these communities are politically independent, they are an economic entity which constitutes the FOURTH LARGEST MARKET IN AMERICA...500,816 families!

Sell them through THE BOSTON GLOBE—Boston's only ALL-DAY newspaper—with a daily circulation of more than 300,000.

# The Boston Globe



# "THE HECK WITH THAT 'POOR LITTLE RHODE ISLAND'

STUFF!".. says Wally Walker, Gen. Mgr. WCFI

Here's a Sales Manager's dream-area—and an outstanding Radio facility—geared in a combination that challenges duplication anywhere . . . yes, that fairly screams "IDEAL PROVING GROUND!"

#### A CAPSULE charged with Sales-vitamins

85% of Rhode Island's effective buying power, 149,000 families, is concentrated in tiny Providence County, almost within the shadows of WFCI's towers. The family buying power of these highly-paid workers is 41% ABOVE THE NATIONAL AVERAGE! And do they listen to WFCI? Especially the women? Starting at sunup! And younger Rhode Island glues its ears to the "Blue" starting at 4:45 P. M. Check!

Offices and Studios:
PROVIDENCE
The Biltmore Hotel
PAWTUCKET
450 Main St.

Representatives:
KATZ AGENCY



The Voice of the Blue in Southern New England

#### RHODE ISLAND - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Р	OPA OPULA 2-15-					RETA	IL SALES	S-1944 IMATE				TIVE I	BUYING D ES	INCO		10	ES- ERTIS- IG TROLS
COUNTY	Total	%	%	Families	Dollars	%	%			E GROUI		Dollars	%	%	Per	Gross Farm Dollars	%	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	State	u.S.A.	Food	General Mdse.	Lum,- Bidg,- Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Bristol	- 24.5	3.53	.019	6.7	8,950	1.74	.013	4,051	890	•	422	19,836	1.97	.013	2,961	1,087	.014	74
Warwick)	62.1	8,94	.049	17.7	25,638	4.99	.037	10,772	1,358	1,384	1,023	45,902	4.57	.031	2,593	1,858	.038	73
Newport (Newport) Providence (Providence- Pawtucket-Cranston-	50.4	7.26	.040	14.0	26,667	5.19	.039	11,862	2,202	•	1,213	51,288	5.10	.034	3,663	3,072	.037	91
Weencocket-East Providence-Central Falls).	522.2	75.19	.410	149.1	431,581	83.95	6.27	125,362	72,101	17,048	19,340	854,288	85.00	.578	5,730	8,048	, 558	
Washington (Westerly)	35.3	5.08	.028	10.5	21,270	4.13	.031	8,048	2,048	1,880	985	33,738	3.38	.023	3,213	3,042	.026	93
STATE TOTAL	694.5		.546	198.0	514,106		.747	180,095	78,533	20,972	22,983	1,005,052		.677	5,076	17,103	.672	12

\*Withheld to avoid disclosure.

For Rhode Island City figures, see page 118.

Before using these figures, see explanation page 17.

# Important, Last-Minute Information On the Population of Rhode Island

AS regular advertisers in the Annual Survey of Buying Power we have appreciated Sales Management's customary courtesy of supplying us with advance figures on the Providence-Rhode Island market.

If you are as familiar as the U. S. Army and Navy—not to mention the Japs and Nazis—with Rhode Island's great manufacturing contribution to the war effort, then you can understand why, when we examined the figures for 1944, we hardly batted an eye at Rhode Island's 107% gain in buying power over prewar days, nor accelerated our pulse rate by so much as one beat when we saw this tremendous wealth reflected in an 80% gain in retail sales. This is merely a selling bonanza quite common these days in all industrial areas geared to the war.

But when we saw the figure for Rhode Island's estimated 1944 population—well, we were somewhat disconcerted.

Don't misunderstand us. We are not out to discredit Sales Management or their invaluable and widely accepted Survey of Buying Power. We know how, where, and when Sales Management obtains population figures. We know that Sales Management has to use a uniform yardstick for all states—that their computations have to be made long in advance of their date of issue—that their figures have to be obtained from a single source.

But in the face of unprecedented demand for the Providence Journal-Bulletin—which we cannot meet—and as a matter of civic and economic concern and no thought of foul play, we simply could not justify nor allow to go unchallenged the disappearance of 28,000 persons. Why, that's 9,000 families.

# NOW 17'S 722,288

Rhode Island's steady growth in population despite the absence of some 80,000 men and women in the armed forces, is shown by these monthly figures released by the Rhode Island OPA. These are net figures—after deductions for deaths and inductions in the armed forces and additions by birth. They are based upon the issuance of War Ration Book No. 4.

			194	13			
OCTOBER							688,765
NOVEMBER							700,832
DECEMBER							703,243
			19	14	4		
JANUARY.							705,546
FEBRUARY							706,565
MARCH .							707,970
APRIL .							709,097
MAY							709,838
JUNE .							710,768
JULY							711,958
AUGUST .							713,336
SEPTEMBER							714,738
OCTOBER							716,324
NOVEMBER							717,657
DECEMBER							718,920
			194	15			
JANUARY .							720,996
FEBRUARY					-		722,288
(1940 Census: 7	13,8	346)				•	

And so, just to keep the record straight, because in the sale and consumption of advertised products money is important, but PEOPLE with money are more important, here are the latest population figures for Rhode Island, month by month since October 1943. Source: Rhode Island Office of Price Administration.

## The Providence Journal-Bulletin

**New England's Leading NEWSpapers** 

REPRESENTATIVES: Ward-Griffith Co., Inc., New York, Chicago, Boston, Detroit, Atlanta, San Francisco

136

123

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# Compliments The Hartford Courant

To Sales Management for their very able Survey of Buying Power which proves what we've always said: the Hartford market is one of the best in the nation. To which we add: the best way to work that market is through the Hartford Courant.

#### CONNECTICUT - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA OPULA 2-15	ATION				SA	EST	S—1944 IMATE					ES'			ADVI IN CON	ERTIS
COUNTY	Total	%	%	Families	Dollars	%	%			RE GROU		Dollars	% of	%	Per	Gross Farm Dollars	% of	Qual
	(in thou- sands)	of State	of	(in thou- sands)	(In thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam-	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Inde
Fairfield (Bridgeport- Stamford-Norwalk- Greenwich-Danbury) Hartford (Hartford-New	434.3	24.83	.341	123.9	362,351	25.60	.526	106,671	44,650	15,614	13,264	787,063	26.73	.530	6,352	8,757	.491	14
Britain-Bristol-Manchester)	474.3	27.13	.373	132.9	436,493	30.84	.634	112,013	72,041	16,340	15,990	910,137	30.92	.614	6,848	28,349	.572	1

Before using these figures, see explanation page 17.

#### Something New in **New England**



● The WELI Square Deal has four strong sides—each fundamentally important to all radio and to you.

IN LISTENERSHIP: The highest audience levels that expert, imaginative, quality programming can produce.

IN SELLING: "A square deal before a fast dollar." In spite of growing demands, time on WELI will be apportioned, not just sold out. Quick, easy dollars are not important to us. Instead, we are thinking of tomorrow for our friends today.

IN PROMOTION: Our station gives more than the order calls for. That phrase is solidly linked with us throughout the radio industry. IN INFLUENCE: Character is reflected in a station's influence with its listeners. It's a priceless intangible, and it is a corner of our Square Deal policy.

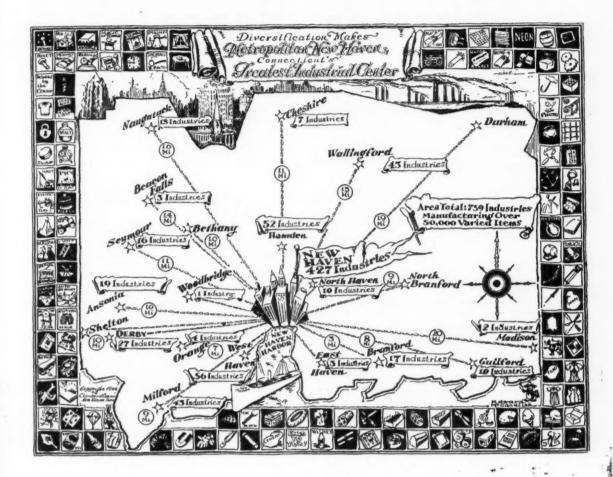
New Advertisers are constantly joining us with new and finer programs. We welcome you to this important market.

RICHARD W. DAVIS, GENERAL MANAGER

#### STATION WELL, NEW HAVEN

A Basic Network Outlet eed • Associated with WSYR, WTRY, WKNE Represented by Headley-Reed

# New England Ingenuity—



Yes, sir! The Connecticut Yankee is an ingenious soul—as evidenced by the above map of the Metropolitan New Haven area which houses 759 industries manufacturing over 50,000 varied items.

New England is known for its record of production and steady employment. New England workers are busy all the time — in war or peace, in depression or prosperity. They are steady people—they can be your steady customers.

If you want to sell your product to these people, place your message in the columns of Connecticut's outstanding newspaper—accepted in well over 80,000 homes in this territory.

# The New Haven Register

Represented by THE JULIUS MATHEWS SPECIAL AGENCY - New York Boston, Chicago Detroit

153

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# "First in War First in Peace...."

Connecticut is the 46th state in area and the 31st in population. But—it stands eighth in dollar value of war production and FIRST in per capita value. That is a tribute to Yankee ingenuity in using the tools that we had to build what was needed.

Those same tools will be quickly converted to peace time production of the thousands of items which stream from Connecticut factories to all parts of the country.

Connecticut is thrifty, too, and millions of dollars in her savings banks and invested in E Bonds are waiting to be spent for needed things. One dollar out of every ten of those dollars will be spent in the Bridgeport trading area.

# The Bridgeport Post-Telegram

92% COVERAGE A. B. C. CITY AND RETAIL TRADING ZONE

Represented Nationally by Paul Block & Associates

CO BI BI	ECTICUT —	Commter Date	(C1)
4. 47 14 14	ELILUI —	County Data —	(Continued)
0 0 2 1 2 1			(

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Р	OPA OPULA 2-15-	MOITA			٠	S/A	IL SALE	S-1944 IMATE					BUYING				RTIS-
DOUNTY	Total	%	%	Families	Dollars	%	% of			RE GROUI		Dollars	%	% of	Per	Gross Farm Dollars	%	Quality
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Litchfleid (Terrington) Middleex (Middletown) New Haven (New Haven- Waterbury-Meriden-	87.7 58.6	5.02 3.35		25.4 16.0	60,274 41,599	4.26		19,136 11,483		3,244 2,345	2,766 1,654			.065		11,761 6,748	.073	
Ansonia-Naugatuck- Wallingford-Derby)	477.8	27.33	.375	137.0	366,051	25.88	.532	103,770	40,755	11,547	15,878	835,471	28.38	.563	6,098	15,649	.516	13
New London (Norwich- New London)	129.4 32.3				94,319 14,441	7.00		27,358 4,423			2,617 280			.114		9,506 7,052		
Windham (Willimantic)	54.1	3.09		15.9		2.82		10,631	3,507	1,721	881					8,298		10
STATE TOTAL	1,748.5		1.374	497.3	1,415,432		2.056	395,485	181,557	55,330	53,310	2,943,840	l	1.984	5,920	96,120	1.884	13

For Connecticut City figures, see page 118.

Before using these figures, see explanation page 17.

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## IT'S BEST TO TEST . . .

# and TEST FIRST in HARTFORD



Sales Management's most recent survey among sales and advertising executives showed Hartford most favored of all test markets. That was prior to the war.

But it has even more qualifications now for post-war testing.

For many years before the war it was first in per capita income among all cities of 100,000 or more population. — It still is, East of the Rockies, being exceeded in 1944 only by Long Beach, San Francisco, Seattle, Sacramento. It therefore gives a stable basis to judge the effects of anticipated higher post-war mass buying power.

Not too large to cover and check conveniently, it still has the characteristics of housing, living standards and population cross-section typifying America's larger metropolitan cities—more nearly typical than any other city anywhere near it in size.

It is close at hand to most advertisers and agencies for easy and frequent access.

Distribution facilities are ample and uncomplicated by any peculiar chain store or wholesaling conditions.

The whole Metropolitan Hartford market is completely covered by a single one of America's leading newspapers — The Hartford Times — at exceptionally low cost of 18 cents a line.

This reduces the amount of investment risked and assures complete and dominant impact for the advertising. At the same time the Hartford Times organization is particularly alert and cooperative, thus considerably reducing the cost and time factors in getting a test under way.

# The Harlford Times

One of 21 Gannett Newspapers - Represented by J. P. McKinney & Son - New York, Chicago, San Francisco

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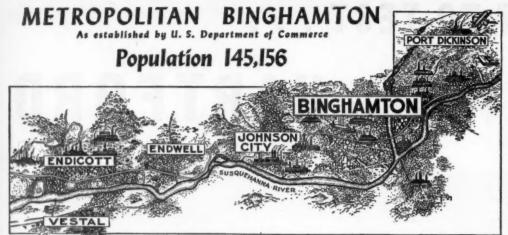
> 106 102

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137

17.



## INGHAMTON PRESS

One of 21 Gannett Newspapers . . .

Represented by J. P. McKinney & Son-New York, Chicago, San Francisco

#### WARNING!

DO NOT USE data on Bing. hamton alone, shown on page 121, without adding at least Endicott (page 122) and Johnson City (page 122). The combined totals shown below give a more accurate, although still incomplete picture of the real Binghamton. And three more communities in Greater Binghamton are not tabulated editorially but represent another 31,106
population. This solidly
populated area of only 6 miles is just as truly one

market as are Oak Park and Chicago or Bronx and Manhattan. Binghamton is truly the 4th Largest Upstate N. Y. Market.

		POPI	ULATION IN 1-1944	T.			RETA	SALE EST	S-1944 TIMATE				EFFECT	S/		INCO		144
CITY	COUNTY	Total (in	%	%	Dollars	0%	%			RE GROUI		Whole- sale Sales 1944	Dollars	%	%	Pe	or Capi	ita
		thou- sands)	% of State	of	(in	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in thousands)	of	U.S.A.	Doi-	Ratio to State	Ratio to U.S.A
Binghamton Endicott Johnson City	Broome	85.5 25.1 18.0	.20	.067 .020 .014	63,130 12,225 7,175	.16	.018	4,035			2,030 378 332	2,748		.59 .14 .11	.017	1,015	69	8
COMBINED		128.6	1.03	.101	82,530	1.10	.120	21,909	14,887	2,593	2,740	58,227	153,168	.84	.103	1,191	81	10

## Middle Atlantic States—County Data

NEW YORK - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		OPA ( POPUL 2-15-	ATION				RETA S/A	IL SALES	5—1944 IMATE					BUYING D ES			ADVE	ES- ERTIS- NG TROLS
COUNTY	Total	%	%	Families	Dollars	% of	%			E GROUI		Dollars	% of	%	Per	Gross Farm Deliars	%	Qual-
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)			fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Albany (Albany-Cohoes-						7.												
Watervilet)	210.1	1.69	.165	64.5	139,548	1.88	.203	30,838	38,178	2,802	3,192	287,812	1.58	.194	4,459	7,955	.191	116
Allegany (Wellsville)	38.5	.29	.029	11.1	14,213	.19	.021	4,089	1,162	1,450	498	32,489	.18	.022	2,927	8,782	.023	
Brenx (New York City)	1,267.3	10.18	.996	371.9	473,882	6.31	.688	238,978	30,680	14,738	16,291	1,218,570	6.67	.820	3,271	114	.816	82
Broome (Binghamton-								-										
Endlostt-Johnson City)	164.4	1.32	.129	47.0	95,200	1.27	.138	26,800	15,445	3,843	2,886	220,193	1.21	.148	4,685	9,694	.141	109
Cattaraugus (Olean-																		
Salamanca)	63.5	.51	.050	18.8	33,938	.45	.049	8,796	5,528	1,800	1,329	79,151	.43	.053	4,210	12,898	.051	102
Cayuga (Auburn)	59.4	.48		17.7	29,383	.39		8,420	3,237	2,000	1,012		.42		4,283		.048	
Dunkirk)		.91	.089	35.8		.85			8,283	3,384	2,065	162,160	.89	.109			.100	
Chemung (Elmira)		.61	.060			.75		14,742	5,993	2,457	2,080		.88	.081			.077	
Chenango (Norwich)		.28	.027	10.7		.24		4,412	1,710	1,113	393	41,844	.23	.028	3,911	15,557	.027	
Clinton (Plattsburgh)	42.9	.34	.034	10.2	19,400	.26	.028	5,380	2,258	1,900	982	45,672	.25	.031	4,478	9,694	.031	91
Columbia (Hudson)	35.2	.28	.028	10.8	17,500			5,326	1,179	1,263	383			.030	4,094	10,114		
Cortland (Cortland)		.24	.023		18,338				2,141	1,575	574	42,702			4,592	10,512		
Delaware	34.2	.27	.027	10.3	19,413	.26	.028	4,277	780	1,225	574	45,408	.25	.031	4,409	21,365	,029	107
Dutchess (Paughkespale-				-														
Beacon)	114.2	.92	.090	29.3	62,438	.83	.091	20,229	8,068	4,738	2,174	148,240	.80	.099	4,991	13,910	.095	10
Kenmere-Tenawanda)	795.4	8.39	.625	225.4	420,470	5.60	.611	128,804	88,223	17,140	12,983	968,690	.530	.651	4,289	21,228	.634	10

Before using these figures, see explanation page 17.

# Sales Management

#### MIDDLE ATLANTIC STATES



Cities shown are those having retail sales of \$20,000,000 or more in 1942.

Counties shaded are those having retail sales of \$50,000,000 or more in 1942.

#### CITY POPULATIONS

- O UNDER 50,000
- 50,000 TO 100,000
- 100,000 OR OVER

# The OLD ONE-TWO PUNCH!

Many hard fought "battles of the century" have been won by the old one-two punch where a boxer leads with his left and follows it up with a lethal right.

The Buffalo Courier-Express also has a solid one-two punch—Your advertising hits your dealers and your customers BOTH!

So—if you've got a job to do in Buffalo, remember—the Courier-Express delivers the goods!

# **BUFFALO COURIER-EXPRESS**

BUFFALO'S ONLY MORNING AND SUNDAY NEWSPAPER

National Representatives — Lorenzen & Thompson

		LOC	CIVIL ULATI AL ES	T.			RETA		S-1944 TIMATE				EFFECT	S/		INCO	-	144
CITY	COUNTY	Total (in	%	%	Dollars	%	%			RE GROU		Whole- sale Sales 1944	Dollars	% of	%	P	er Capit	a
		thou- sands)	of	of	(in thousands)	of	of	Food	General Mdse.	Lum Bidg Hdwre.	Drug		(in . thousands)	of State	U.S.A.	Dol-	Ratio to State	to
HERKIMER	HERKIMER	9.6 25.2	.08	.007			.010	1,399 35,691	1,975 2,388	225 710	121 322		12,973 35,468	.07	.009	1,351	92 87	

<sup>\*</sup>Special Sales Management Analysis completed Apr. 1, 1945.

The above figures tell a powerful story but when compared with 1943 they show the increasing sales opportunity of this live market. Effective Buying Income increased more than \$4,000,000 over 1943. Income per capita rose from \$1240 to \$1407 and the per family income is at an all time high of \$4926. You can sell plenty with this kind of money.

#### HERKIMER TELEGRAM, HERKIMER, N. Y.

National Representative — The Julius Mathews Special Agency New York — Boston — Chicago — Detroit

NEW YORK — County Data — (Continued)

	Р	OPA OPULA 2-15-	TION				RETA	EST	S—1944 IMATE					BUYING D ES			SALI ADVE IN CONT	ERTIS
COUNTY	Total	%	% of	Families	Dollars	%	% of			RE GROU		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual
	(in thou- sands)	of State		(In thou- sands)	(In thousands)	10	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of		fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Inde
Essex (Saranac Lake) Franklin (Maione-Saranac	29.3	.24	.023	8.1	14,613	.19	.021	4,761	681	988	574	33,528	.18	.023	4,139	4,046	.022	9
Lake)	41.2	.33	.032	11.3	19,300	.26	.028	5,541	2,058	1,213	634	49,286	.27	.033	4,382	8,989	.031	9
Johnstown)	44.5	.38	.035	14.5	28,613	.38	.042	7,102	2,822	1,688	755	53,196	.29	.036	3,669	3,182	.037	10
Genessa (Batavia)	41.5	.33	.033	12.0	19,813	.26	,029	4,680	2,440	1,663	684	48,085	.25		3,840	12,898	.031	9
Greene	24.8	.20	.019	7.9	11,838	.16	.017	3,726	797	913	453	27,687	.15	.019	3,505	5,782	.018	9
Hamilton	3.2	.03	.003	1.0	1,750	.02	.003	625	68	100	30	3,993	.02	.003	3,993	250	.003	10
Herkimer (Little Falle- Herkimer)	58.7	.48	.044	16.9	23,888	.32	.035	6,913	2,971	1,263	710	59,087	.32	.040	3,498	11 107	.039	8
Jefferson (Watertown)	77.2	.62		23.0	40,025	.53		10,061	5,760		1,223	,	.52			~ ~ •		10
Kings (Brooklyn)	9 411 0	10 20	1.894	694.3	1.044.045	13 90	1 510	429,718	133,992		34,988		15.75	0000		886		1

Before using these figures, see explanation page 17.

By All Standards...
By Good Newspaper

Preferred in Schenectady because it has shown a substantial lead in City Zone circulation for over 10 consecutive years.

SCHENECTADY UNION-STAR

KELLY-SMITH CO., National Representatives



# Here Are The Answers To "How're We Doing in NEW YORK?"

Your sales month by month, Mr. Grocery Product Manufacturer . . . and your competitors' (to consumers, not wholesalers) . . . in the country's biggestmarket is available to you through THE WORLD-TELEGRAM'S NEW YORK MERCHANDISE INVENTORY.

A continuing study of consumer purchases that is based on inventories in a controlled tested panel of 200 retail grocery stores, distributed to crosssection the market.

Information on sales and distribution of a given type of product (baby food, cereals, coffee, etc.) is available to a manufacturer of that type and/or his advertising agency. Address inquiries to E. T. Burke, National Advertising Manager, New York World-Telegram, 125 Barclay Street, New York 15, N. Y.

# New York World-Telegram

First in New York in Foods

TIS-OLS

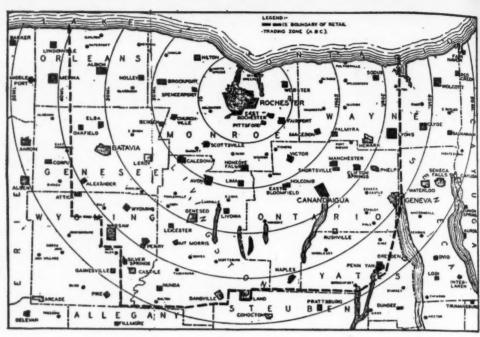
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89 100 95

# Here's Proof Rochester is a 655,665 Market



A "trading area" on some products is the nearest grocer or druggist; on others, people will go miles to select and buy. But you are sure if you judge "markets" by the influence of newspapers.

Times-Union—Democrat-Chronicle coverage in the entire Trading Area shown here is greater than that of the Herald-Traveler in the Boston City Zone only—within 3% that of the Sun in the Baltimore City Zone.

Sales Management shows Rochester, 13th largest city in the U.S., in total value of manufactures—highest of the first 13 in per capita value. Such a market, supported by this surrounding fine agricultural area and small city industry, is unsurpassed.

In this area, note these typical places and the family coverage impact delivered by this single buy.

				Appr	oximate
Fami	lies	Local	tion	Family	Coverage
Albion 135	59 30	miles	West		100%
LeRoy118	36 25	**	South	vest	71%
Perry 135	4-	"	South	vest	41%
Dansville14	15 40	**	South		100%
Penn Yan 169	92 55	**	Southe	east	100%
Geneva 425	66 42	44	Southe	east	50%
Lyons 120	12 36	**	East		99%

#### ROCHESTER TIMES-UNION

Two of 21 Gannett Newspapers

DEMOCRAT & CHRONICLE

Represented by J. P. McKinney & Son, New York-Chicago-San Francisco

NEW	YORK	- County Data -	(Continued)
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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off

COUNTY	OPA CIVIL POPULATION 2-15-44				*		S/A	IL SALE	S—1944 IMATE	EFFECTIVE BUYING INCOME 1944 (SA) ESTIMATE						ES- ERTIS- IG TROLS		
	Total	% of	% of	Families	Dollars	%	% of	FOUR STORE GROUPS (in thousands of dollars)				Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Lewis	19.9	.16	.016	5.6	6,900	.09	.010	1,923	282	425	136	17,787	.10	.012	3,176	8,932	.012	75
Livingston	33.5	.27	.028	9.0	13,763	.18	.020	3,645	264	1,188	438	34,601	. 19	.023	3,845	11,057	.023	88
Madison (Oneida)	37.8	.30	.030	11.7	18,288	.24	.027	4,210	1,062	1,400	680	42,075	.23	.028	3,596	13,583	.028	93
Monroe (Rochester)	418.7	3.36	.329	125.0	270,765	3.61	.393	76,768	52,409	12,942	10,360	593,045	3.25	.400	4,744	18,410	.384	117
Montgomery (Amsterdam) Nassau (Hempstead Twsp Glen Cove-Mineola-	53.4	.43	.042	16.1	26,713	.36	.039	8,514	2,789	1,900	1,117	61,116	.34	.041	3,796	8,330	.041	98
Long Beach)	421.1	3.38	.331	121.2	269,857	3.59	.392	90,230	20,220	17,310	10,785	687,415	3.77	.463	5,672	8,921	.415	128
New York (5 counties)	6,701.3	53.86	5.284	1,992.9	4,333,478	57.70	6.293	1,273,652	894,601	126,413	141,400	10,871,379	59.59	7.325	5,455	8,057	6.608	124
New York (Manhattan) Niagara (Niagara Falle-	1,607.1	12.92	1.262	504.5	2,156,450	20.71	3.133	336,679	484,706	35,800	66,880	5,150,763	28.22	3.470	10,210		2.928	232
Lockport-N. Tonawanda)	166.0	1.33	.130	47.0	95,581	1.27	.138	28.315	14,703	7,580	3,382	212,140	1.17	.143	4.514	14,319	.139	107

<sup>§</sup> New York City consists of Bronx, Kings, New York, Queens and Richmond Counties.

Before using these figures, see explanation page 17.



a continuing series of observations from the office of the Business Manager...

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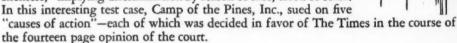
No. 4

The number of new incorporations often reveals what business men think of the business potential of a trading area. Last year, 11,450 corporations were formed in New York State—an increase of 32% over 1943. 90% of the total were in the five boroughs of New York City. The number this year is running 33% ahead of the corresponding period of 1944, with New York City taking about the same share of the total.



The way women respond to the Food News column of the week-day Times was well demonstrated recently, when our food editor illustrated a cake from Schrafft's at the top of her column. Schrafft's wrote: "Our stores had placed their normal orders for this cake, and the volume of business that came their way as a result of The Times mention left them gasping. They tried hard to keep up with orders, but the bakery found it impossible."

The New York Times and its legal counsel have received numerous requests for copies of the opinion of Justice Murray, of the New York State Supreme Court, Albany County, in deciding a suit brought by Camp of the Pines, Inc., against The Times. The decision upheld the position of The Times, which as a matter of policy declines to accept any advertising containing words such as "selected clientele," implying discrimination by reason of race, creed or color. In this interesting test case, Camp of the Pines, Inc., sued on five





Classified advertising, with its employment columns and offers of goods by and to individuals, probably performs the truest public service of any type of advertising. Although newsprint restrictions caused The New York Times to reduce its Classified linage volume by 328,463 lines in the first two months of 1945, The Times was able to publish 27,711 more Classified advertisements than in the same period last year, by limiting the size of advertisements.

That educators are deeply aware of the role of the newspaper in the world today is shown by interest in the lecture course now being given for New York City teachers each Wednesday in Times Hall. Entitled "The Newspaper—Its Making and Its Meaning," the eight-week course by members of The Times staff is under the auspices of the Board of Education. Following the lectures, seven workshop sessions will be held by the Board of Education to discuss best methods of using newspapers in schools, and credits will be given to the teachers.

# The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"

WEBE.
IN SYRACUSE, N. Y.



The best station when the big market in a big member basic network

COLUMBIA BROADCASTING SYSTEM

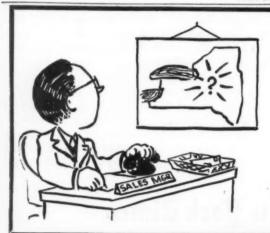
FREE and PETERS \* Exclusive National Representatives

NEW YORK — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	OPA CIVIL POPULATION 2-15-1944						SA	EST	S—1944 IMATE	EFFEC	SALES- ADVERTING ING CONTRO							
	(in of of (in	%	%	Families	Dollars	%	%	FOUR STORE GROUPS (in thousands of dollars)				Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-
		(in thousands)	OF	U.S.A.		General Mdse.	Lum Bidg - Hdwre.	Drug	(in thousands)	of	U.S.A,	fam-	(in thou- sands)	U.S.A. Po- ten- tial	n- Mar			
Oneida (Utica-Rome) Onendaga (Syracuse)	201.8 283.2			56.5 83.7	89,002 158,600			25,233 45,653	11,946 28,544	3,808 6,276	2,349 5,418		1.18		3,812 3,973			
Ontario (Geneva- Canandaigua)	49.9	.40	.039	14.5	24,188	.32	.035	6,819	2,241	2,175	725	62,898	.34	.042	4,338	14,478	.039	100

Before using these figures, see explanation page 17.



#### Looking for an Appliance Distributor in Syracuse?

A survey of Syracuse distributors was completed on April 1 to determine what lines are wanted, what lines are under contract and other data that will interest vour representative when he comes to Syracuse. We hope it may be helpful to vou.

#### THE POST-STANDARD

KELLY-SMITH CO .- Representatives



The NBC 1944 Nationwide Survey of Listening Habits shows that in New York 47% of the radio families listen most at night to NBC. This leads the next network by

which simply means ...
in New York, it's



1945-RADIO'S 25th ANNIVERSARY-PLEDGED TO VICTORY

MAY 15, 1945

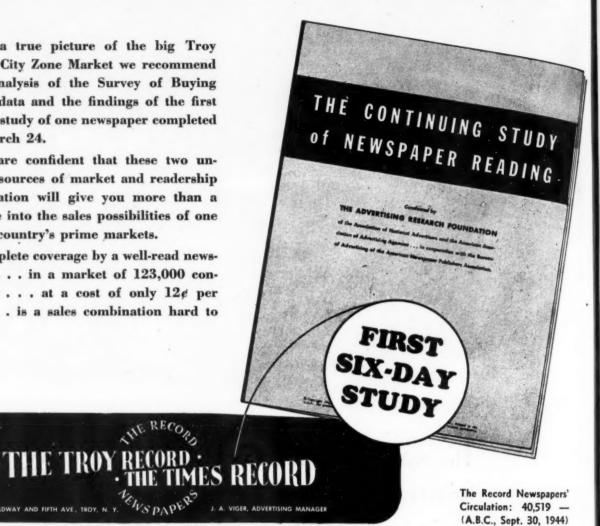
[193]

## A Newspaper Is Known by the Readers It Keeps

For a true picture of the big Troy A.B.C. City Zone Market we recommend your analysis of the Survey of Buying Power data and the findings of the first six-day study of one newspaper completed last March 24.

We are confident that these two unbiased sources of market and readership information will give you more than a glimpse into the sales possibilities of one of the country's prime markets.

Complete coverage by a well-read newspaper . . . in a market of 123,000 consumers . . . at a cost of only 12¢ per line . . . is a sales combination hard to beat.



#### NEW YORK — County Data — (Continued)

BROADWAY AND FIFTH AVE., TROY, N. Y.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	OPA CIVIL POPULATION 2-15-1844						RETA	IL SALE	S-1944 IMATE	EFFEC	SALES— ADVERTIS ING CONTROLS							
	Total	0%	07	Families	Dollars	% of	%			JR STORE GROUPS thousands of dollars)			07.	07_	Per	Gross Farm Dollars	% of	Qual-
	thou- State U.S.A. th	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	Dollars (in thousands)	% of State	% of U.S.A.	fam-	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Inde		
Orange (Newburgh- Middletown-Port Jervie)	125.4	1.01	.099	35.7	70,225	.95	.102	21,776	7,370	4,338	2,597	170,395	.93	114	4,773	23,376	.109	110
Orieans	25.2		.020	7.8	9,825	.13		2,999	913	963	257	26,945	.15		3,454			85
Oswego (Oswego-Fulton)	63.6	.51		18.9	26,350	.35		7,303	2,042		861	68,013	.37			12,160		86
Otsego (Oneonta)	41.2		.032	13.0		.30		5,744	2,108		725		.29	.038				100
Putnam	14.6	.12	.011	4.2	10,100	.14	.015	3,080	382	1,150	347	20,212	.11	.013	4,812	2,432	.013	11
Queens (New York City)	1,259.3	10.12	.989	380.4	590,394	7.88		241,793		32,595	20,710		7.95		3,811	3,796		9
Reneselaer (Troy)	111.6	.90	.088	34.1	56,583	.75	.082	18,865	5,883	2,403	1,809		.77	.095				100
Richmond (New York City)	156.6	1.26	.123	41.8	68,907	.92	.100	28,484	3,670	4,638	2,540		1.00					9
Rockland (Nyack)	68.3	.55	.054	16.2	29,338	.39	.043	10,652	1,062	2,650	1,253	73,871	.41	.050				9
St. Lawrence (Ggdensburg-																		
Massena)	85.6	.69	.087	23.5	34,272	.48	.050	9,899	3,403	2,088	1,012	91,443	.50	.062	3,891	21,728		
Saratoga (Saratoga Springs).	62.0	.50	.049	18.7	25,750	.34	.037	8,675	1.760	1.450	1.072	68,228	.37	.048	3,849	7,588	.044	

Before using these figures, see explanation page 17.

# WNEW GIVES YOU MORE LISTENERS

# per set tuned in than the average of all other New York stations!

Before you buy time in New York—look at these four highly important facts!

- WNEW covers 3,500,000 radio homes in America's Number One Market.
- 2. For every 100 of these radio homes tuned to 1130 on the dial, WNEW delivers an average of 180 listeners—ten more than the average of all other New York stations!
- 3. At first glance, that might not seem like an awful lot to crow about—but with a 3.0 rating, it means 10,500 additional listeners for each quarter-bour!
- 4. AND WNEW has an average rating of 3.0 for its entire program schedule, from 9:00 a.m. to 9:00 p.m., seven days a week! Now remember! We didn't pull these figures out of a hat. Pulse, Inc. will back them up.

These BONUS LISTENERS are yours when you use WNEW. Their existence proves:

- (a) WNEW "delivers more for your advertising dollar", and . . .
- (b) WNEW programs inspire real listener interest, listener loyalty, and listener confidence. In short, WNEW programs are the kind that build sales!

WNEW Sets the pace!

NEW YORK 22, N. Y.—TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

LES-ERTIS-NG ITROLS

Quality of Market Index

110

85 86

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# Simple arithmetic . . . openly arrived at!

The Gazette has the most circulation today just as it has led for 50 years. And Gazette readers are noted for their responsiveness (ask any Schenectady retailer). Of course, year in and year out, the Gazette is the leader in advertising lineage.



NEW YORK — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	OPA CIVIL POPULATION 2-15-1944						RETA	IL SALE	S—1944 IMATE	EFFE0	SALES— ADVERTIS ING CONTROL							
	Total	%	%	Families	Dollars	0%	%		UR STOR	Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-		
	(in thou- sands)	of	of U.S.A.	(in	(in thousands)	% of State	u.S.A.	Food	General Mdse.	Lum Bidg Hwre.	Drug	(in thousands)	% of State	% of U.S.A.	fam-	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Schenectady (Schenectady)	124.9	1.00	.098	38.8	80,058	1.07	.116	24,595	14,834	3,306	3,323	191,455	1.05	.129	4,934	3,193	.119	121
Schoharie	18.7	.15	.015	6.0	7,913	.11	.011	2,139	315	625	242	19,899	.11	.013	3,317	10,898	.013	87
Schuyler	11.5	.09	.009	3.6	4,288	.06	.006	1,358	133	238	91	11,237	.06	.008	3,121	3,046	.008	85
Seneca	25.9	.21	.020	6.90	6,950	.09	.010	2,085	432	413	196	18,513	.10	.012	2,683	5,352	.013	68
Steuben (Corning-Hornell)	79.9	.64	.063	24.1	33,263	.44	.048	9,657	3,204	2,988	1,404	88,061	.48	.059	3,654	14,455	.057	9

Before using these figures, see explanation page 17.

# The 1945 Factual C. P. A. - Certified Study of Radio Station Influence in the Syracuse Retail Area

• To obtain an unimpeachable survey of station *influence* in the Syracuse area station WSYR took a simple, direct method. We turned the problem over to two reputable firms, specifying only that we wanted a conclusive mail study of listening.

Replies were received from 1 out of every 28 radio homes in the Syracuse area. A total of 5,493 cards were returned, tabulated and certified.\*

The following questions were asked:

- (1) To what station do you listen most at night?
- (2) To what station do you listen most daytime?

The C.P.A.-certified results were as follows:

These figures tell the story. Here is the real answer to the question: "Which station has *influence* in one of the nation's richest markets?"

WSYR stands out—the result of popular programs backed by capable, sincere station management.

\*(Copies of study on request.)

Station WSYR, Syracuse • Representatives: Paul H. Raymer Company • Associated with WTRY, WELI, WKNE

# **DOMINANT**

# -New York's favorite evening newspaper

New York families have their choice of several evening newspapers. Their preference is overwhelming in favor of the New York Journal-American. Almost as many people select it as select the second and third newspapers combined.

This undisputed dominance of the salesimportant evening field is a factor to remember when planning postwar sales for New York.



HEARST NEWSPAPERS

IN NEW YORK

THE JOURNAL-AMERICAN

EVENING AND SUNDAY

IN CHICAGO

THE HERALD-AMERICAN

EVENING AND SUNDAY

### JUST A LITTLE DIFFERENT

The Albany, Troy, Schenectady markets, closely knit by modern transportation systems, bring to the residents of the WOKO area three choice shopping centers—less than one hour from the farthest point to the heart of big-time buying.

#### **JUST A LITTLE MORE FOR YOU**

Where 508,600 people earn \$688,238,000 annually and spend more than \$301,000,000 — where there is a big surplus for the alert manufacturer to tune in on for post-war expansion.

IF IT'S SALES YOU WANT IN THIS GREAT MARKET, IT'S WOKO YOU NEED.

**WOKO** 

Serving ALBANY — TROY — SCHENECTADY

Radio Centre — Albany, N. Y.

NATIONAL REPRESENTATIVES: J. P. McKINNEY & SON

NEW YORK — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	P	OPA ( OPULA 2-15-	TION				RETA	IL SALE	S—1944 IMATE		EFFECTIVE BUYING INCOME 1944 ESTIMATE							
	Total	97	er of	Families	Dollars	%	% of			RE GROU s of dollar		Doltars %	%	%	Per	Gross Farm Dollars	%	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Suffolk (Patchogue-Babylon).	204.2	1.64	.160	53.4	100,163	1.33		30,759	7,005	10,683	3,684	254,229	0.000			40,127	.161	101
Sullivan	32.5		.025	10.0	23,300			7,747	1,062	2,863	906	54,005				8,068	.033	132
Tioga	24.8 40.6	.20	.019	7.8 12.8	10,100 22,700	2.00		2,784	548 2,872	825 1,500	257 785	24,998 52,668		.017		7,841	.017	106
Tompkins (Ithaca)	77.0	.62		23.7	36,350			8,160 12,643	4,333	3,275	1,299	92,516		.062		7,046 14,035	.034	97
Warren (Giens Falls)	34.3		.027	10.7	27,500			6,402		1.813	921	37,783		.027	3,812	1,886	.027	100
Washington		.33	.032	11.7	13,625	.18		4,815	584	1,275	834	35,162				11,989	.024	75
Wayne (Newark)	51.7	.42	.041	16.0		2.57		4,963	1,826	2,125	529	52,668			3,292	20,546	4.4.4.4	88
Westchester (Yonkers-Mt. Vernon-New Rochelle- White Plains-Port Chester- Peckskill-Ossining-	۲				*													
Scarsdale-Mamaroneck-																		
Rye-Bronxville-Tarrytown-								Care 125 at 1					1					
Larchment-Mt. Kisco)	520.0			145.1	337,888			118,105								5,068		
Wyoming	29.1	.23	.023	8.3	10,775 5,663	.14		2,946		988 375	317 138	28,232 14,999				11,830 5,523		
Yates	14.9	.12	.012	4.9	0,463	.08	.008	1,708	564	3/5	138	14,999	.08	.010	3,061	5,523	.010	84
STATE TOTAL	12,443.5		9.775	3,657.5	7,510,811		10,900	2.230.750	1.120.647	308.143	250.937	18,242,915		12,292	4.988	881.504	11.374	111

For New York City figures, see page 121.

Before using these figures, see explanation page 17.





# .... and Frank Page

OF PAGE'S SERVICE STATION

A FEW NATIONAL ADVERTISERS WHO HAVE CASHED IN ON THE RICH WESTCHESTER MARKET:

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Presto Cake Flour
Canada Dry Water
Hartley's Marmalade
H-O Oats
Lion Evaporated Milk
Astor Coffee
Pepsi-Cola
Force
Worcester Salt
Armour & Co.

Miss Thompson is a member of the vast General Motors—Eastern Aircraft Division at Tarrytown. Mr. Page is proprietor of Page's Service Station at Chappaqua. Both businesses typical of free enterprise in Westchester County, New York.

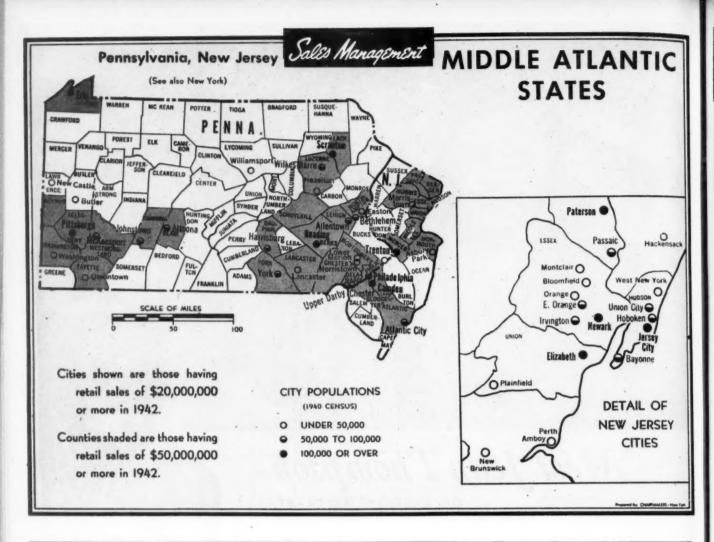
While Eastern Aircraft serves but one customer—the U. S. Government—it creates buying power among thousands of workers from all parts of Westchester County. Page's Service Station, in normal times, serves thousands of customers. It is a part of the vast network of filling stations in Westchester whose peacetime sales total \$27,000,000—over \$5,000,000 more than those of the entire city of Buffalo.

Westchester is a rich market for everything from food to automobiles—and one of the best test markets in America. Ask your advertising agency—they'll tell you!

Represented Nationally by the KELLY-SMITH COMPANY · New York

# Vestchester Newspapers

A group of 9 daily newspapers published in 9 different Westchester communities. Combined circulation-89,569, 85% of which is delivered to the home in the late afternoon when the woman of the house-the home purchasing agent-is in a receptive mood for your sales message.



#### NEW JERSEY — County Data

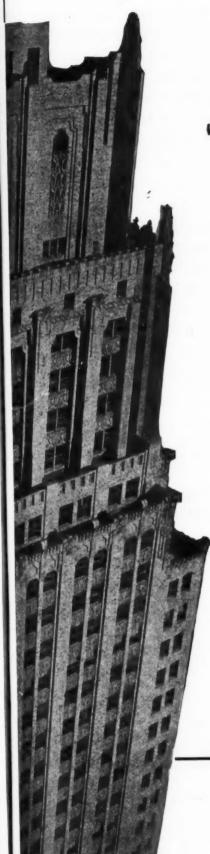
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY		OPA POPUL 2-15-	ATION				RETA	L SALE	S—1944 IMATE	EFFEC	SALES— ADVERTIS- ING CONTROLS							
	Total	% of	%	Families	Dollars	%	% of			E GROUI s of dollar		Dollars	% of	% of	Per	Gross Farm Dollars	%	Qual-
	thou- sands) of State U.		(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index	
Atlantic (Atlantic City) Bergen (Garfield-Teaneck- Hackensack-Englewood-	107.5	2.63	.084	32.6	94,235	3.70	.137	30,287	11,084	2,345	5,058	180,846	3.18	.122	5,547	7,209	.119	142
Rutherford-Ridgewood)	420.1	10.30	.330	122.8	202,132	7.94	.293	82,456	12,282	9,698	8,168	464,118	8.10	.313	3,779	9,775	.310	94
Burlington (Burlington), Camden (Camden-	89.9	2.20	.071	24.9	40,690	1.60	.059	15,903	2,003	2,232	1,606	89,304	1.56	.080	3,587	19,456	.062	87
Collingswood)	254.1	6.23	.200	72.7	135,158	5.31	.198	50,244	18,775	4,240	5,259	293,860	5.13	.198	4,042	3,330	.198	99
Ocean City)	28,1	.69	.022	9.1	26,161	1.03	.038	10,784	1,811	1,667	752	50,270	.88	.034	5,524	1,867	.033	150
Cumberland (Bridgeton- Millville-Vineland)	73.4	1.80	.058	21.6	43,247	1.70	.063	14,424	4,611	2,689	1,522	83,718	1.46	.056	3,876	18,395	.058	100
Essex (Newark-E. Orange- irvington-Montciair- Bloomfield-Orange- W. Orange-Belleville- Maplewood-Nutley-	+																	152
Se. Orange)	824.8 74.8		1	1				9,812		16,895 1,568	27,551 1,168				7,189 2,841			
West New York-Kearny)	597.1	14.64	.469	172.2	300,544	11.80	.437	113,350	21,964	8,742	10,115	675,473	11.79	.455	3,923	2,222	.452	96
Hunterden	34.2							5,434		1,465	517							
Mercer (Trenton-Princeton).	196.4	4.81	.154	52.3	121,717	4.78	.177	39,490	19,104	5,283	,	260,235	4.54	.175	4,978	10,943	1.71	111

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

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ROLS

Qual-ity of Mar-ket Index

152

111 age 17.

ENT

"I SAW America's 11th Market"

A market man from Texas recently spent a week in the Newark, New Jersey territory. He has kindly let us reprint his "impressions"...

"SEEING IS BELIEVING . . . and that is the way I found out about the Newark-Essex County market. This Survey of Buying Power shows the high national rankings this market enjoys. But what these figures cannot show is the COMPACTNESS and the SEPARATION of this cluster of a million people.

"On the Penn from New York, I saw the "meadows"-wide marsh flats that cleave off one of the world's densest industrial areas . . . West Hudson County . . . and latch it to the city of Newark. Among the many blockbusting plants here is one of America's biggest, fastest shipyards . . . a going concern for 27 years! Nowhere could I see any of those brave new "war babies."

"When you first hit Newark . . . see its great stores in action . . . and stand on one of America's busiest shopping intersections . . . its retail sales total of 441 million is easy to understand.

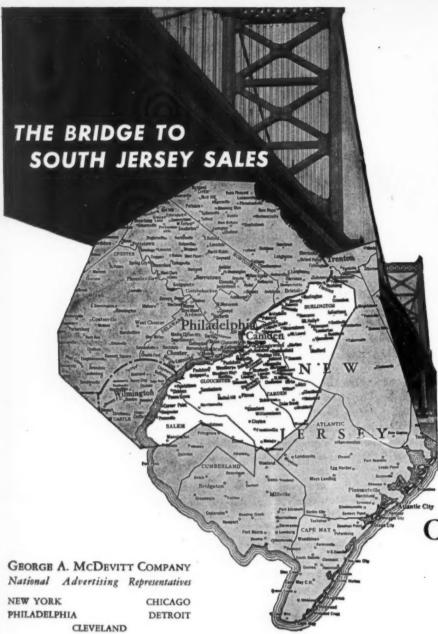
"Next . . . a swing through suburban Essex County." (The trick is to know when you are leaving one town and entering another.) These are the 21 suburban communities that account for the OTHER HALF of Essex County's 1.7 billion dollar buying income!

"On the way we stopped and viewed the whole panorama from somebody's (and I mean SOMEBODY'S) lawn on the Orange Mountain ridge. From here you can see Suburban Essex, West Hudson, North Union . . . all centering around Newark . . . in one merchandisable pocket.

"Yes, I saw the Newark market . . . and I was impressed . . . as you would be . . . that this is NEW JERSEY . . . this is separate . . . this is big money . . . top sales potential."



O'MARA & ORMSBEE, Inc., General Advertising Representatives New York ● Chicago ● Detroit ● San Francisco ● Los Angeles



Within 25 miles of the Delaware River Bridge, connecting Philadelphia with Camden, live 450,000 South Jersey people. The Camden Courier-Post is the only newspaper that gives full coverage of South Jersey news. As a result, it's so strong among these Jersey residents of the Philadelphia market that its circulation in the Camden Trading Area is more than that of ALL THE PHILADELPHIA DAILIES COMBINED! It reaches five out of six homes in Camden County alone. For SALES IMPACT in this prosperous market . . . representing approximately one-eighth of the entire Philadelphia A.B.C. Trading Area . . . the Camden Courier-Post is a MUST!

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# CAMDEN COURIER-POST

REACHES 5 OUT OF 6 HOMES IN PROSPEROUS CAMDEN COUNTY!

NEW	<b>JERSE</b>	Y - County	Data —	(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Р	OPA OPUL 2-15-	ATION				RETA SA	IL SALE	S-1944 IMATE					BUYING ES			10	ES— ERTIS- IG TROLS
COUNTY	Total	% of	% of	Families	Dollars	%	%			RE GROU		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		u,S.A,	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U,S.A, Po- ten- tial	Mar- ket Index
Middlesex (Perth Amboy- New Brunswick- Woodbridge) Monmouth (Long Branch-	224.1	5.49	.176	60.5	120,373	4.73	.175	40,909	8,518	5,951	4,089	234,788	4.10	.158	3,881	10,970	.167	95
Asbury Park-Red Bank- Freehold)	172.1	4.22	.135	50.6	112,689	4.42	.164	38,993	10,110	5,483	5,339	216,583	3.78	.146	4,280	17,727		
Morris (Morristown-Dover)	127.3	3.12	.099	34.9	67,921	2.67	.099	25,063	5,709	3,881	2,786	151,850	2.65	.102	4,351	10,659		
Ocean	37.1	.91	.029	11.7	29,719	1.17	.043	10,246	1,353	3,340	1,617	58,745	1.02	.039	5,021	6,167	.038	131
Passaic (Paterson-Passaic-																		148
Clifton)	293.6	7.20	.231	86.3	250,792	9.85	.364	83,350	30,054	11,325	7,011	532,374	9.29	.359	6,169	4,308	.335	140

### Market Influence?

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Quality of Market Index

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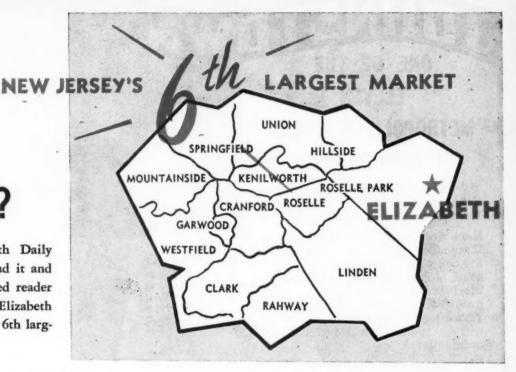
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ENT

Yes sir, the Elizabeth Daily Journal has always had it and continues to produce desired reader interest and sales in the Elizabeth Market area-New Jersey's 6th largest market.

Why? Because the Journal is edited primarily for Eastern Union County residents, and furnishes them the news and features they look for in their modern newspaper. 90% of our circulation (36,-840 copies daily, December, 1944) is home delivered. And if advertising names rate with you, our list is an impressive one. A wide variety of small and large local business firms and retail outlets, some of the largest Newark stores, the food chains and lengthy lists of national products.



estimates of income and retail sales in the Elizabeth Market area give you a definite idea of the sales potentials these advertisers are aiming at. People in this area earned \$313,662,000 in 1944, and spent

Sales Management's current \$143,024,000 for retail purchases. Food sales amounted to \$51,071,000. Despite wartime restrictions, general merchandise sales totaled \$14,806,-000, while sales of lumber, building materials and hardware items mounted to \$9,741,000.

#### Elizabeth Daily Iournal

ELIZABETH 3, NEW JERSEY Special Representative—WARD-GRIFFITH CO., INC.

NEW JERSEY — County Data — (Continued) The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	OPA CIVIL POPULATION 2-15-1944 COUNTY						S/A	L SALES	S—1944 IMATE						INCO		IN	RTIS-
COUNTY	Total	%	%	Families	Dollars	%	% of		UR STOR			Dollars	%	%	Per	Gross Farm Dollars	% of	Qua!-
	(in thou- sands)	of	u.s.a.	(in	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in	of State	U.S.A.	fam-	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Salem (Salem) Somerset (Somerville) Sussex. Union (Elizabeth-Piainfield-	42.6 68,7 32.3	1.68		12.5 18.4 9.5	35,292	.85 1.39 .76	.032 .051 .028	6,442 12,553 5,188	1,887	1,477 3,543 1,188	781 1,288 501	,				7,727	.054	100
Union-Linden-Rahway- Westfield-Summit)	333.8	8.18	.282	93.5	204,320	8.02	.296	74,016	19,741	13,720	6,885	418,215	7.30	.282	4,473	6,193	.282	108
Warren (Phillipsburg)	48.8	1.18	.038	14.6	23,973	.94	.035	8,692	792	1,652	•	55,384	.97	.037	3,793	11,126	.037	97
STATE TOTAL	4,080.61		3,205	1,169.5	2,548,274		3.898	905,383	315,846	108,364	84,471	5,728,202		3.859	4,898	207,800	3.680	115

\*Withheld to avoid disclosure.

For New Jersey City figures, see page 124.

#### 1HNSTOW ONE OF THE ELEVEN **METROPOLITAN AREAS**

To do a thorough selling job in Pennsylvania the prosperous Johnstown Market must be included.

IN PENNSYLVANIA

Here are 108,456 people within a three-mile radius of City Hall; 345,869 people in the retail trading zone. Johnstown's big industries-Steel and Coal—are booming with production of vital war materials. Transition to peacetime production will be made without reconversion or idle plants.

This thriving market rates a high priority on all advertising schedules. These two thoroughly-read newspapers with virtually complete coverage will tell EVENING your sales story to Johnstown's Metropolitan Area.



RETAIL TRADING ZONE 345,869

CITY ZONE 108,485

COMBINED CIRCULATION 56,782 ABC

A GREAT STEEL and COAL CENTER IN THE KEYSTONE STATE

MORNING

#### PENNSYLVANIA — County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT,

	P	OPA OPULA 2-15-	TION	- 5			RETA	ESTI	5—1944 MATE		•			BUYING			IN	RTIS-
COUNTY	Total	% of	% of	Families	Dollars	%	of			E GROUF		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	State		(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State		fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Adams. Allegheny (Pittsburgh- McKeesport-Wilkinsburg- usu-esne-Braddock- McKees Rocks-Ctairton- Dormont-Carnegie-	37.1	.40	.029	10.3	11,666	.23	.017	3,363	630	867	360	22,962	.22	.015	2,229	10,157	.018	62
Homestead-Tarentum-						5 5												100
Turtle Creek)	1,322.4			364.1	905,517				204,240			2,008,480				9,723		123 75
Armstrong (Kittanning)	69.7	.75	.055	18.5	26,052	.51	.038	9,397	2,196	1,552	1,022	55,061	.52	.037	2,976	5,213	.041	10
Beaver (Aliquippa-Ambridge-													1 00		2 222	3,730	.102	82
Beaver Falls-Eliwood City)	158.5							26,011	9,018	2,486	2,203							
Bedford	36.1	.39	.028	9.7	12,222	.24	.018	3,005	944	670	286	24,093	.23	.016	2,484	7,716	.018	00
Berks (Reading)	223.1	2.41	.175	63.3	115,670	2.28	.168	35,765	12,553	4,104	3,358	245,709	2.32	.166	3,882	22,024	.168	
Biair (Altoona)	126.0						1	20,410			2,035		1.10	.079	3,329	6,037	.087	
Bradford						.36	1	5,893	1,289	1	680		.40	.028	3,034	14,195	.030	
Bucks (Doylestown)								14,545			1,150				3,179	22,635	.068	
Butler (Butler)	81.3						1			-,	1,118		200		3,371	10,503	.055	86
																4,977	.119	81
Cambria (Johnstown)			1					22,900			2,300					209		
Cameron					.,,			1,208		307		6,267			-,			-
Carbon				1	,			8,133			52							-
Centre (State College) Chester (Coatesville-	47.3	.51	.037	12.9	23,163	.41	.034	7,477	1,707	969	896	43,416	.41	.029	3,366	7,790	.032	
Phoenixville-West Chester)	125.0	1.38	.098	32.9	64,573	1.2	.094	19,688	3,486	3,769	2,65	129,090	1.2	.087	3,924	30,587	.091	93
Clarion	33.1	.36	.026	9.0	13,348	.20	.019	4,625	1,043	845	31	25,922	.2	.017	2,880	4,363	.019	73
** ***	78.5		.062	20.7	29,501	.5	.043	11,446	4,045	1,607	80	67,691	.6	4 .046	3,270	4,586	.048	8 77
Clearfield)							1			580			1		2,880			
*Withheld to avoid disclos		.30	.025	9.0	q 13,730	.2	.020	4,800		080	. 01					ee explan		

\*Withheld to avoid disclosure.

What

do you want to know

about the

PITTSBURGH market?



No matter what product you want to sell to Pittsburghers, The Pittsburgh Press can probably help you. For many years The Press has conducted intensive market surveys of the buying needs and habits of the people who live in this, the sixth largest market in the United States.

#### for example,

The Press can tell you:

By the time you read this, *The Press* will have completed new surveys on home furnishings, heating equipment, and will be under way with market studies of other products as part of its regular program to give maximum assistance to advertisers.

For up-to-the-minute data on your No. 1 market, get in touch with Pittsburgh's No. 1 newspaper.



#### The Pittsburgh Press

Represented by the National Advertising Department, Scripps-Howard Newspspers, 230 Park Avenue, New York City. Offices in Chicago, Detroit, Memphis, Philadelphia and San Francisco.



No.

In Pittsburgh
In Daily Circulation
In Classified Advertising
In Retail Advertising
In General Advertising
In Total Advertising

3

ENT.

ROLS

123 75

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93 73

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Do you know . . . that 42 new Diversified Manufacturing Plants have been established during the past 18 months in

#### SCRANTON

Be sure to see a copy of booklet "THE NEW ROLE OF SCRANTON, 3rd CITY IN PENNSYLVANIA"

#### The Scranton Times

Scranton's First Newspaper for More Than a Third Century in News, Circulation, Advertising

George A. McDevitt Company

New York, Chicago, Philadelphia Representatives Cleveland, Detroit

#### PENNSYLVANIA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

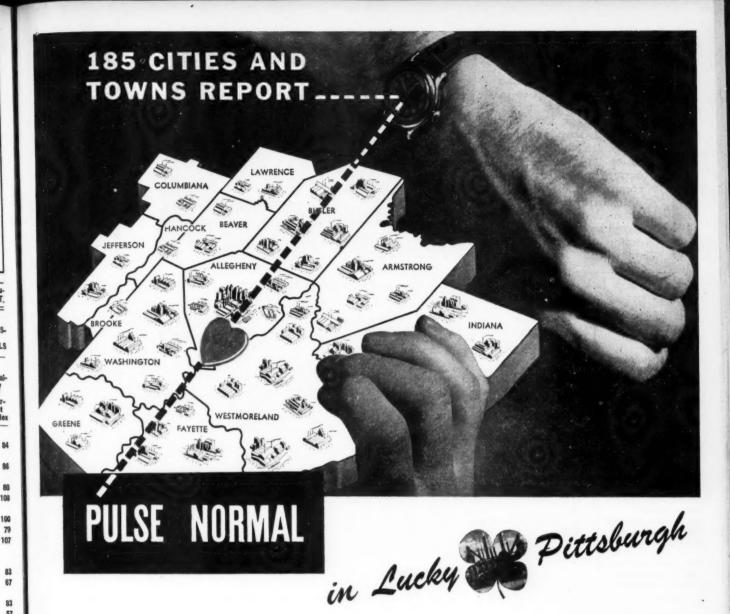
	P	OPA ( OPULA 2-15-	TION				RETA	SALES EST	5—1944 IMATE					BUYING			SALE ADVE IN CONT	RTIS-
COUNTY	Total	% of	%	Families	Dollars	% of	% of			E GROUI		Dollars	%	% of	Per	Gress Farm Dollars	% of	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	10	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Columbia (Berwick-																		
Bloomsburg) Crawford (Meadville-	48.8	.50	.037	13.3	18,379	.36	.027	6,133	3,244	1,087	642	47,456	.45	.032	3,568	6,747	.031	84
Titusville)	71.8	.77	.056	21.7	33,653	.66	.049	10,147	3,672	2,292	1,082	67,277	. 63	.045	3,100	12,044	.048	86
Cumberland (Carlisle)	75.1	.81	.059	22.3	31,566	.62	.046	11,107	2.325	1,920	1.043	63,157	.59	.043	2.832	9,810	.047	80
Dauphin (Harrisburg) Delaware (Chester-Upper	173.7	1.87	.136					28,830	-,	2,304	5,100	,	2.07		-,		.147	108
Darby-Lanedowne-Darby).	335.9	3.62	.264	93.9	193,674			42,191	23,600	3,202	10,045	355,025			3,781	5,185	.285	10
Elk	30.6	.33	.024	7.7	11,654	.23	.017	4,899	1,381	289	492	26,526	.25	.018	3,445	1,272	.019	7
Erie (Erie)	185.2	2.00	.145	53.3	116,930	2.30	.170	35,170	17,157	4,255	3,204	223,350	2.10	.150	4,190	13,874	.155	10
Fayette (Uniontown-																		
Connellaville)	174.6			44.6				21,168		3,197	2,090	1	0.000		3,606	-,		1
Ferest Franklin (Chambersburg-	4.4	.05	.003	1.3	1,406	.03	.002	426	50	111		3,250	.03	.002	2,500	444	.002	6
Waynesboro)	60.8	.66	.048	16.7	26,889	.53	.039	7,872	2,281	1,733	962	54,450	.51	.037	3,260	14,687	.040	8
Fulton	9.0			2.4	1,942	.04	.003	584	213	68	66	4,949	.08	.003	2,062	2,929	.004	
Greene	38.6	.42	.030	10.2	11,898	.21	.017	4,026	704	688	288	26,142	.25	.018	2,563	4,859	.020	6
Huntingdon (Huntingdon)	33.9			9.1				4,785		494	27							
Indiana (Indiana)	68.9							7,462			847							
Jefferson (Punxsutawney)	46.9							7,821			53							
Juniata	13.5	.15	.611	3.1	4,088	.01	.006	1,452	124	424	5	7,834	.0	.008	2,062	4,930	.007	6
Carbondale)	228.9	2.47			109,660	2.10	.159	40,490	14,428	4,022	3,51	205,388	1.9	. 138	3,529	4,567		
Lancaster (Lancaster) Lawrence (New Castle-	201.6	2.17	.158	56.7	118,970	2.34	.173	27,585	13,652	6,578	3,40	240,439	2.2	.162	4,241	58,124	.168	5 10
Ellwood City)	93.1	1.00	.073	25.7	45,441	.90	.066	14,414	6,691	2,564	1,49	97,078	.9	1 .06	3,77	5,867	.067	7 9

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

of the whole tri-state, coal-steel-and-industry area which includes Pittsburgh, 2000 towns and 6,000,000 people. The nation's first broadcasting station. Clear channel, 50,000 watts, basic NBC programs. One of America's lowest-cost response getters.





THESE 185 Cities aren't Boom Towns. They're  $oldsymbol{1}_{ ext{just}}$  Lucky Pittsburgh—where, because industry is basic, business is constant-employment is steady—and the Buying Pulse normal.

Payrolls won't pause here, nor buying break when the rest of the nation takes time out for reconversion.

And remember, too, 144 of these cities and towns are outside of A. B. C. Pittsburgh but within 50 miles of downtown—yet they contain seven out of ten of our factory workers-spend two out of three of our food dollars and three out of five of our drug dollars.

And incidentally, they've kept one habit for 150 years. They still depend for news of the nation and news of the stores on Lucky Pittsburgh's Post-Gazette.

#### PITTSBURGH **POST-GAZETTE**

One of America's Great Newspapers

Philadelphia Boston Los Angeles

THE NEWSPAPERS ARE THE GREATEST ADVERTISING MEDIUM IN AMERICA Because

readers want advertising in their daily newspapers and read carefully those advertisements which interest them.

107

64

104

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ENT

THE Philadelphia station for NBC programs
... most listened to in
America's top war production area. Its 50,000
watt power creates
a pattern that concentrates its signal in the
exact localities which
comprise the Philadelphia trading area by
directed coverage. Preferred by millions in the
nation's third market.



#### PENNSYLVANIA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA ( OPULA 2-15-	TION				SA	SALES ESTI	—1944 МАТЕ						INCO		ADVE IN CONT	RTIS
COUNTY	Total	% of	% of	Families	Dellars	%	% of			E GROUF		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual ity of
	(in thou- sands)	State	U.S.A.	(in thou- sands)	(In thousands)		U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Inde
Lebanon (Lebanon)	68.0	.73	.053	19.2	34,268	.68	.050	9,036	3,783	1,772	901	69,458	.65	.047	3,618	9,462	.049	9
Bethiehem)	172.7	1.88	.138	47.9	95,946	1.89	.139	28,536	14,730	3,900	2,970	191,123	1.80	.129	3,990	9,329	.133	9
Nanticoke-Pittston)	355,4	3.83	.279	87.5	177,474	3.50	.258	60,516	27,640	4,880	6,039	393,036	3.70	.285	4,492	5,944	.266	8
ycaming (Williamsport)	91.0	.98	.071	27.0	49.782	.98	.072	15,516	6,330	2,180	1,970	119,521	1.13	.081	4,427	7,863	.076	1
McKean (Bradford)	49.3	.53	.039	14.2	28,543	.58	.041	10,090	1,950	1,422	1,171	63,010	.59	.042	4,437	2,348	.041	10
Mercer (Sharon-Greenville).	102.7	1.11	.081	28.4	48,451	.95	.070	15,319	6,030	2,748	1,538	98,650	.93		3,474	9,249	.070	
Wifflin (Lewistown)	39.1	.42	.031	10.7	18,176	.38		5,822	2,402	845	645	36,985	.35		3,455	4,061	.027	
Aonroe (Stoudeburg)	26.8	.29	.021	7.8	16,914	.33	.025	5,194	2,762	893	496	30,437	.28		3,902	2,330	.022	1
Mentgemery (Lower Merien- Nerristown-Pottstown- Cheltenham-Lansdale-										,								
Jenkintown)	303.3	3.27	.238	80.8	158,232	3.12	.230	58,742	12,502	6,592	6,169		3.25		4,276	13,052		1
Aontour	16.6	.18	.013	4.0	4,243	.08	.006	1,622	311	137	175	8,424	.08	.006	2,106	1,966	.007	
forthampton (Bethlehem- Easton)	160.2	1.73	.126	44.4	85,590	1.69	.124	29,688	11,177	2,899	3,162	188,253	1.77	.127	4,240	10,596	.126	1
Northumberland (Shamokin-								20,000	,	2,000	0,102							1
Sunbury-Mount Carmel)	105.2	1.13	.083	28.0	46,065	.91	.067	16,063	5,495	2,161	1,923	100,234	.94	.068	3,580	8,280	.071	
Perry	20.0				5,973	.12		2,064	168	385	123					6,407	.010	1
Philadelphia (Philadelphia)	1,944.6	20.97	1.528	551.0	1,276,284	25.15	1.854	338,045	344,053	22,741	50,426	2,584,171	24.34	1.741	4,690	2,401		
Pike	6.6	.07	.005	2.2	2,470	.05	.004	1,019		121		4,827	.08	.003	2,194	731	.004	- 8
Potter	14.4	.15	.011	4.3	7,365	.15	.011	2,008	852	393	181	15,683	.18	.011	3,647	3,769	.011	1
Schuylkill (Pottsville- Shenandoah-Mahanoy																		
City-Tamaqua)	186.4	2.01	.147	48.0	79,131	1.50	.115	27,153	6.482	3,080	2,438	176,592	1.60	.115	3,790	6,388	.123	3
Snyder	18.4										120					4,617	.010	)
Somerset (Somerset)	73.5	.79	.058	19.0	28,787	.57	.042	8,268	3,382	1,702	554	60,274	.57	.041		10,758		-1
Sullivan	6.0	.06	.005	1.7	1,492	.03	.002	466	59	87		3,245						-
Susquehanna	27.6	.30	.022	7.8	9,958	.20	.014	4,279	314	683	170	22,355	.2	.015				
Tioga	29.2	.31	.023	8.6	12,555	.28	.018	3,800	445	724	180	24,650	.2	.017				-1
Union	19.2	.21	.015	5.0	6,195	.12	.009	2,184	195	376	19	14,251	.13	.010	2,850	3,45	.01	1
Venango (Oil City-Franklin).	59.8	.64	.047	16.4	26,526	. 51	.036	9,722	3,503	1,174	74	59,598	.5	.04	3,634	3,611		
Warren (Warren) Washington (Washington- Denera-Canonsburg-	38.2	.41	.030	10.	26,044	.51	.038	6,217	10,613	1,023	53	41,347	.3	.02	3,864	4,85	.03	
Charleroi)	183.8	1.90	.144	48.5	85,760	1.60	.125	29,858	9.341	4,555	2,78	180,486	1.7	0 .12	3,691	10,84	.12	7
Wayne Westmoreland (New Kensington-Monessen- Greensburg-Jeannette-	25.8	0000								1	29					9,48	.01	7
Vandergrift-Latrobe)	279.3	3.0	.211	73.0	115,386	2.2	,188	41,19	13,495	5,988	3.74	255,344	2.4	1 .17	3,469	11,07	1 .18	0
Wyoming															1			0
York (York-Hanover)	170.4								1									
	1	1	1	1	1	1		1		1	,		1				-	_

<sup>\*</sup>Withheld to avoid disclosure.



# The Blend of Perfection

The secret of advertising success in Philadelphia lies in the same sort of skillful blending of selected ingredients that distinguishes the finest mixtures of choice tobaccos.

The reason is obvious — and basic. Philadelphia traditionalists find a common meeting ground in one, or both, of the city's conservative newspapers. Liberal Philadelphians, on the other hand, buy — believe in — and support The Record.

Because newspaper preferences in

the Quaker City are a matter of sincere conviction — only a blend of these two clearly defined reader audiences can earn complete exposure for your product, or service, in "America's Third Largest Market."

Advertisers who know Philadelphia, know that the newspaper "Blend of Perfection" is "THE RECORD—and ONE Other." They also know that there is no other advertising "mixture" that captures the full flavor of Philadelphia's \$2½ billion buying potential.



#### PHILADELPHIA RECORD

QUARTER MILLION DAILY . HALF MILLION SUNDAY

Represented Nationally by George A. McDevitt Co.—New York, Chicago, Philadelphia, Detroit, Cleveland

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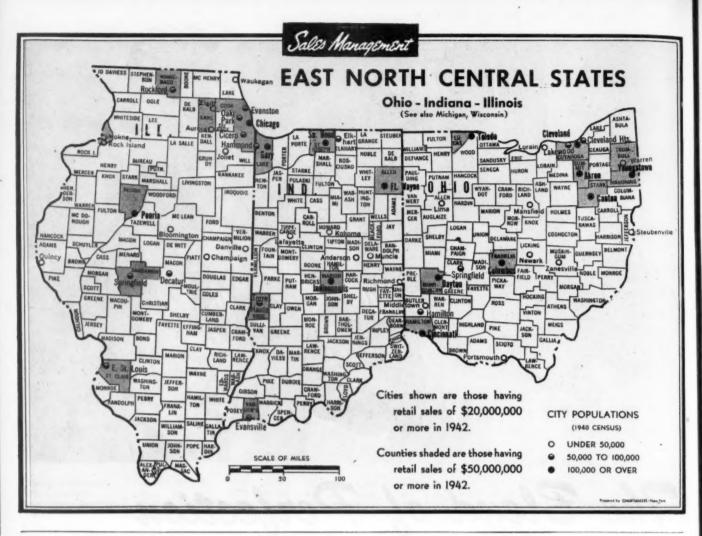
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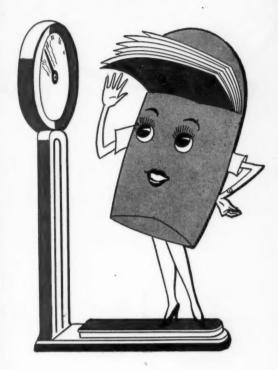
#### East North Central States—County Data

OHIO - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA OPUL/ 2-15	TION				S/A	EST	S-1944 IMATE					BUYING ES			11	ES- ERTIS- NG TROLS
COUNTY	Total	%	%	Families	Dollars	%	% of			RE GROU		Dollars	%	. % of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of State	U,S.A,	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ity	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Adams	18.9	.25	.013	4.9	4,629	.11	.007	1,691	209	388	149	10,754	.12	.007	2,195	5,451	.008	62
Allen (Lima)	80.8	1.18	.063	24.2	43,692	1.07	.064	9,706	8,226	2,423	1,637	91,493	1.02	.062	3,781	9,322	.063	100
Ashland (Ashland)	27.9	.41	.022	8.8	16,283	.40	.024	3,869	1,678	1,063	395	33,961	.38	.023	3,859	6,956	.023	105
Ashtabula (Ashtabula-																		
Conneaut)	63.8	.94	.050	19.7	38,329	.94	.056	10,568	4,347	2,565	865	87,151	.97	.059	4,424	12,989	.058	112
Athens (Athens)	37.1	.54	.029	10.6	17,996	.44	.026	5,913	1,132	894	612	38,593	.43	.026	3,641	4,143	.027	93
Auglaize	25.8	.38	.020	7.9	11,267	.28	.016	3,071	816	932	286	26,091	.29	.018	3,303	10,061	.018	96
Bellaire)	81.8	1.20	.064	23.1	32,439	.79	.047	12,981	2,213	2,290	890	70,382	.79	.047	3.047	6,531	.050	78
Brown	18.2	.27	.014	5.7	5,927	.14	.009	1,664	148	432	168		.14			7,649		71
Middletewn)	123.3	1.81	.097	36.2	63,107	1.54	.092	19,861	7,649	3,636	2,058	149,226	1.67	.101	4,122	9,809	.098	101
Carroll	15.5	.23	.012	4.5	4,764	.12	.007	1,402	236	332	112		.11			3,911		67
Champaign (Urbana)	24.8	.36	.019	7.7	10,635	.26	.015	2,906	614	756	554	24,831	.28	.017	3,225	11,020	.017	85
Clark (Springfield)				30.4	53,565	1.31	.078	17,352	8,522	2,618	2,232		2.7			12,240	.079	
Clermont		.48	.025	9.8	11,112	.27	.016	3,869	492	1,156	361	22,984	.26			7,069		68
Clinton (Wilmington)	24.5	.38	.019	8.0	11,665	.29	.017	2,930	597	1,236	253			.017				85
Columbiana (East Liverpool- Salem)	85.6	1.26	.067	25.1	47,811	1,17	.069	15,110	5,089	2,769	1,774	100,183	.112	.068	3,991	9,328	.068	10
Ceshocten (Coehocten)	25.8	.38	.020	7.9	12,918	.32	.019	3,803	1,551	673	416	28,711	.32	.019	3,634	6,677	.019	98

# JUNE 15 JUNE 15 JUNE 15 JUNE 15 JUNE 15 JUNE 15 JUNE 15



# the next BIGGEST PAYDAY in Cincinnati

The Cincinnati Times-Star Eighth Annual Payroll Poll reveals that June 15th is one of the biggest paydays of 1945 for employes of Greater Cincinnati manufacturing firms.

Cash registers are busiest during the 24 hours following the time when people receive their salaries, commissions or wages. Greater effectiveness is gained by newspaper advertising during this 24-hour period—it is perfectly timed to produce immediate returns.

Instead of guessing, advertisers want to know on what days the greatest peaks of purchasing power occur. Since this information was available from no other source the Times-Star has obtained it each year since 1937 by means of a Payroll Poll of Cincinnati manufacturers.

Many significant figures are revealed in the complete report. Write our National Advertising Department for your copy of the Cincinnati Times-Star Eighth Annual Payroll Poll.

CINCINNATI TIMES-STAR

HULBERT TAFT, President and Editor-in-Chief
Owners and Operators of Radio Station WKRC

NEW YORK: 60 E. 42nd St. • CHICAGO: 333 N. Michigan • WEST COAST REPRESENTATIVE: John E. Lutz, 435 N. Michigan, Chicago

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That's the way people acquired their belongings Yesterday—the way Post readers buy merchandise Today!

The Post is edited for responsive readers — streamlined for active minds. Post readers have good incomes—spend wisely but generously—and still are living in their acquiring years.



#### The Cincinnati Post

THE NEWSPAPER FOR ACTIVE CINCINNATIANS

W. C. Savage, Advertising Director CINCINNATI 2, OHIO

Represented by the National Advertising Department of Scripps-Howard Newspapers

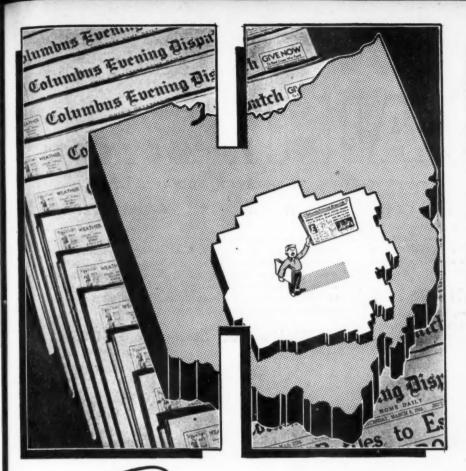
Remember, too, that
The Cincinnati Post
reaches 525% of the
Cincinnati market!

0	H	I	0	_	County	Data —	(Continued)
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

1	P	OPA (	TION				RETA	EST	S-1944 IMATE					BUYING ES				RTIS-
COUNTY	Total	%	%	Families	Dollars	%	%			RE GROU		Dollars	% of	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	u.s.A.	fam- ily	(in thou- sands)	U.S.A. Pe- ten- tial	of Mar- ket Index
Crawford (Bucyrus)	34.1	. 50	.027	10.8	18,142	.44	. 026	4,728	1,359	1,399	•	42,615	.48	.029	3,946	10,714	.028	104
E. Cleveland-Shaker Hts.):	1,288.8	18.02	.966	368.2	903,277	22.10	1.312	240,513	185,744	30,160	37,110	1,985,016	21.97	1.324	5,337	10,007	1.249	129
Darke (Greenville)	36.0	.53	.028	11.2	18,176	.40	.023	4,101	932	1.818	614	33,717	.38	.023	3,010	18,457	.024	86
Defiance (Defiance)	22.0	.32	.017	6.7	11,138	.27	.016	3,064	1,026	947	289	24,578	.27	.017	3,668	8,832	.017	10
Delaware (Delaware)	22.2			6.8	11,008	.27		2,754	562	610		23,119	.26	.016	3,400	10,569	.018	9
Erie (Sandusky)	44.2			13.4	24,840			6,876	2,844	1,027	1,171	58,138	. 65	.039	4,339	6,413	.037	10
Fairfield (Lancaster)	44.2	.65	.035	13.1	19,834	.49	.029	8,076	2,118	1,551	635	42,418	.47	.029	3,238	10,105	.030	8
Fayette (Washington Court																		
House)	19.9		.016	6.1				-,	1,556	1,136	244	24,483	.27	.016	4,014	9,921	.016	10
Franklin (Columbus)	415.9	6.10	.327	122.6	270,380	6.61	.393	73,975	50,503	12,133	12,245	549,563	6.14	.370	4,483	12,345	.368	11
Fulton				6.9	11,305			2,768	424	1,277	295	23,600	.26	.016	3,420		.016	9
Gallia		.32		5.8	6,824	.17		1,793	576	396	111	15,306	.17	.010	2,639		.011	6
Geauga				4.7		.17		2,001	305	494	176	14,911	.17	.010			.011	8
Greene (Xenia)	43.0			12.0		.35		4,377	1,287	1,212	539	29,258	.33	.020	2,322		.023	
Guernsey (Cambridge)	31.6	.46	.025	9.7	14,173	.35	.021	4,461	1,927	559	439	29,587	.33	.020	3,050	4,467	.021	8
Hamilton (Cincinnati-																		-
Norwood)	652.3								81,140		19,456						.662	
Hancock (Findlay-Fostoria);.	34.9		.027	11.1				5,576	1,478	1,585	577	39,387	.44	.027			.027	10
Hardin	25.4		.020	8.1				3,215	602	924	397	21,649	.24	.015			.016	
Harrison	17.0			5.0		.14		2,110		320	116	13,479	.15	6.000			.010	
Henry				6.8	-,	.23		2,404	705	989	283	19,241	.22	.013			.014	
Highland	25.0		.020	8,0	11,520	. 28		3,495	528	1,198	311	24,035	.27	.016			.017	1
Hocking	16.3	.24	.013	4.7	6,623	.16	.010	2,266	609	333	214	13,520	.15	.009	2.877	2,189	.010	1

\*Withheld to avoid disclosure.





# THE Olumbus STATES

# Hits the Hispotin OHIO

You can't cover oHIo without HItting this HI-spot . . . and you have to include the Columbus Dispatch to HIt it hard.

In its home county, the daily Dispatch reaches 97% of all occupied dwellings. In the Columbus Retail Trading Zone (A.B.C. figures) the Sunday Dispatch reaches 32% of all homes.

While lineage figures are not necessarily a true gauge in these space-rationed times, the fact remains that leading advertisers gave the Dispatch leadersHIp in lineage among all Ohio's newspapers in 1944.

Informed people rely on the daily newspaper for ALL the news.

HI-SPOT IN OHIO

Represented Nationally by O'MARA & ORMSBEE, Inc.

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# A M for DAYTON

-your strongest market in Southern Ohio

\* \* \* \* AGRICULTURE

Surrounding Dayton, the fer-

tile Miami Valley (one of the richest farm areas in the United States) provides an annual total agricultural income of close to \$100,000,000. This vast income augments and diversifies Dayton's great industrial wealth.

\* \* \* \* \* INDUSTRY

Dayton industry is

world renowned. 456 industrial plants here had a 1944 pay roll totaling \$210,000,000. Unlike many cities, Dayton has had no huge wartime expansion. Plans for increased facilities for peacetime production already exceed \$50,000,000.

THE Dayton

Dayton's Largest Daily Circulation

**JOURNAL-HERAL** 

\* \* \* \* MILITARY

Wright Field—Head-

quarters, U. S. Army Air Forces Materiel Command, and Patterson Field—World Headquarters, U. S. Air Service Command, recently have been consolidated into one: The Air Technical Service Command. This largest Army Air Forces division is charged with engineering, research, experimentation, development and procurement of army aircraft and supplies. Active prior to the war—these facilities will be maintained in peacetime.

#### Write For MARKET FACTS

for Bit ton

New book tells about this unusual market. A request on your letterhead will bring you a copy.

Nationally represented by

The Geo. A. McDevitt Co.

OHIO - County Data - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA ( OPULA 2-15-	TION				S/	L SALES	S-1944 IMATE					BUYING			SALE ADVE IN CONT	RTIS-
COUNTY	Total	% of	% of	Families	Dollars	%	% of			RE GROUIS of dollar		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of State		(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Holmes	16.3	.24	.013	4.5	5,555	.14	.008	1,042	126	622	148	12,531	.14	.008	2,785	8,700	.009	69
Huron (Norwalk)	30.0	.44	.024	9.2	17,685	.43	.026	4,188	1,302	1,341	563	31,967	.37	.021	3,475	8,859	.023	99
Jackson	22.7	.33	.018	6.4	10,069	.25	.015	3,211	1,057	705	989	21,371	.24	.014	3,339	2,456		83
Jefferson (Steubenville)	86.1	1.26	.068	23.3	48,018	1.17	.070	14.970	8,320	2,050	1,911	99,465	1.10	.067	4.050	3,421	.069	99
Knox (Mount Vernon)	28.2	.41	.022	9.0	14,658	.36	.021	3,595	1,699	1.070	441	30,867	.35	.021	3,430	9.838	.021	95
Lake (Painesville)	55.2	.81	.043	16.5	27,882			9,130	1,977	11,761	1.097		.66	.039		-7,254	.040	93
Lawrence (Irontown)	40.5	.59	.032	10.7	12,883	.32	.019	4,328	1,301	569	355	28,466	.32		-,	3,500	.022	69
Licking (Newark)	8.08	.89	.048	19.4	30,197	.74	.044	9,173	3,386	1,465	965					11,723	.045	94
Logan (Beilefontaine)	26,9	.39	.021	8.6	13,443	.33	.020	3,772	1,497	1,046	279	28,111	.31	.019	3,269	9,725	.020	95
Lorain (Lorain-Elyria)	113.5	1.66	.089	33.1	58,763			18,920		3,139	2,009				3,985	13,269		95
Lucas (Toledo)	336.4	4.93	.264	101.9	249,134	6.09	.362	67,580	53,148	9,100	11,215		6.11			9,322		131
Madison	20.4	.30	.016	5.5	9,240	.23	.013			972	242		.22			11,278		88
Mahoning (Youngstawn)	225.6	3.31	.177	60.0	151,257	3.70	.220			9,030	4,345					7,445		121
Marion (Marion)	45.0	.66	.035	13.9	22,586	.55	.033	6,435	3,916	1,266	816	47,428	.53	.032	3,412	9.783	.033	94
Medina (Medina)		.49	.026	10.2	17,363			4,328			514		.42			9,397	.025	91
Meige		.29	.015	5.9				2,291	906	406	237				3,116	3.738		81
Mercer	23.3	.34	.018	6.4	10,679	.26	.015	2,354	633	1,504	233	21,308			3,329	11,390		83
Miami (Piqua-Troy)	52.9	.78	.042	16.4	26,838	.66	.039	7,721	2,993	1,697	1,025				3,456	13,161		93
Monroe	15.0	.22	.012	4.3	3,342	.08	.005	1,165	233	165	40	7,834	.09	.005	1,822	3,848	.006	5(
Montgomery (Dayton)	338.7	4.97	.267	102.0							9,231							113
Morgan	10.8										90							67
Morrow	14.7	.22	.012	4.7	4,144	.10	.006	1,223	140	294	67		.11		2,064	6,412		6
Muskingum (Zanesville)	84.9	.95	.051	20.0	35,128			9,561			1,548							9
Noble	10.4	.15	.008	3.1	3,048	.07	.004	859	159	130		7,271	.08	.008	2,345	3,651	.005	6

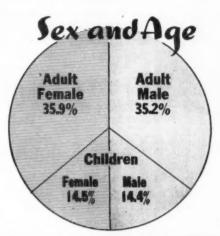
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# Nationality NATIVE WHITE: 86.0%

The City of Toledo's population of 282,349 consists of 242,842 Native White; 24,747 Foreign-Born White; 14,760 Negro. Percentages are shown on these charts. (U.S. Census, 1940).

#### This is TOLEDO

Breakdown of population, Corporate limits (U. S. Census, 1940)



One of America's great industrial cities—a great production center in peacetime as well as in war time, Toledo offers a stable, well-balanced market. Analysis of the city's population is shown below. Surrounded by Ohio's richest farmlands, the Toledo area is Ohio's 3rd largest retail market... Ohio's DOUBLE-VALUE market.

#### AGE, RACE AND SEX...AS TABULATED FROM CENSUS TRACTS

AGE	Total A	LL CLASSE Male	S Female	NATIVE Male	WHITE Female	Foreign-Bo Male	orn White Female	NEC Male	GRO Female
AGE	Total	Mule	remule	Mule	remuie	Mule	remuie	Mule	remule
Under 5 years	18,427	9,428	8,999	8,879	8,434	6	4	543	561
5 to 9 years	17,884	9,026	8,858	8,480	8,251	13	11	533	596
10 to 14 years	21,380	10,765	10,615	10,130	9,939	13 34	35	601	641
15 to 19 years	23,903	11,465	12,438	10,805	11,647	117	129	543	662
20 to 24 years	24,080	11,367	12,713	10,738	11,949	138	136	491	628
25 to 29 years	23,714	11,430	12,284	10,491	11,205	377	374	562	705
30 to 34 years	22,743	11,168	11,575	9,971	10,219	601	612	596	744
35 to 39 years	22,404	11,181	11,223	9,494	9,573	939	914	748	736
40 to 44 years	21,203	10,712	10,491	8,646	8,776	1,378	1,074	688	641
45 to 49 years	21,582	11,283	10,299	6,456	8,324	2,146	1,432	681	543
50 to 54 years	18,260	9,306	8,954	6,740	7,093	2,125	1,497	441	364
55 to 59 years	14,611	7,527	7,084	5,487	5,581	1,714	1,234	326	269
60 to 64 years	11,488	5,660	5,828	4,143	4,543	1,323	1,142	194	143
65 to 69 years	8,802	4,191	4,611	2,990	3,574	1,032	905	169	132
70 to 74 years	5,981	2,848	3,133	1,980	2,308	778	753	90	72
75 years and over	5,887	2,644	3,243	1,720	2,276	867	907	57	60
TOTAL	282,349	140,001	142,348	119,150	123,692	13,588	11,159	7,263	7,497

#### **Toledo Metropolitan District**

Population, 341,663 (1940 Census). Includes Corporate Toledo, Sylvania, Ottawa Hills, Maumee, Perrysburg and Rossford. A great industrial market with more than 500 separate manufacturing plants employing 85,000 workers. Blade's Coverage—100%.

#### **ABC Retail Trading Area**

Consists of 14 counties in which are 7 cities of over 10,000 population, 3 cities of over 5,000, and 10 cities of over 2,500. In 40 cities and towns The Blade has 70% coverage or more.

Farm values are 37% higher than average for state of Ohio. Total population 803,018.

#### **Ideal Test Market**

Toledo, a prosperous industrial and agricultural market with well-balanced population components, can be reached thoroughly with one newspaper.

#### — and this is the TOLEDO BLADE

The Toledo Blade was established in 1836, one year before Toledo was incorporated. Today its readers are served by the Associated Press, United Press, International News Service, Chicago Daily News Foreign Service, outstanding columnists and features and an abundance of local news. This service to its readers is one good reason why the Toledo Blade has Ohio's second largest evening circulation.

#### TOLEDO BLADE

One of America's Great Newspapers

Represented nationally by Paul Block & Associates

NEWSPAPERS ARE ALWAYS THE BEST ADVERTISING MEDIUM

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#### Best Seller FOR WISE BUYERS!

Advertisers will find plenty food for thought in the new Market Data Book of the Ohio Select List of newspapers. Jam-packed with up-to-the-minute facts to prove a schedule in these 49 home-market dailies, serving a Billion-Dollar-plus market, will up sales and profits. It uncovers a gold mine in cover-to-cover coverage.



#### JOHN W. CULLEN COMPANY

Publishers' Representative

40 S. THIRD ST., COLUMBUS 15, OHIO CHICAGO CLEVELAND NEW YORK

#### OHIO - County Data - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

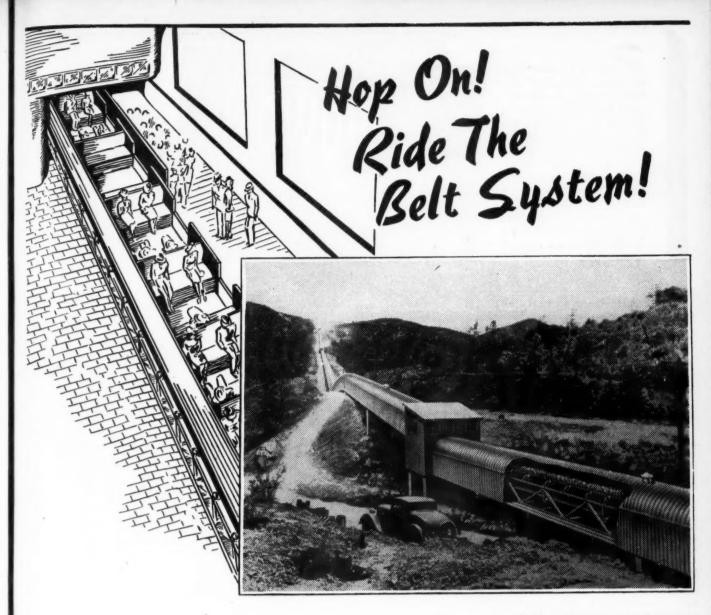
	ı	OPA ( POPUL 2-15-	ATION					EST						BUYING			ADVI IN CONT	ERTIS
COUNTY	Total	0%	0%	Families	Dollara	0%	0%			E GROUE		Dollars	0%	9%	Per	Gross Farm Dollars	% of	Qual
	(in thou- sands)	% of State	of U.S.A.	(in thou- aands)	(in thousands)	% of State	of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	% of State	% of U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Inde
Ottawa	24.5	.36	.019	7.5	11,539	.28	.017	3,668	255	993	244	24,310	.27	.016	3,241	6.515	.017	8
Paulding	13.3	.20	.010	4.1	5,193	.13	.007	1,499	148	461	142	11.752	.13	.008	2,866	9,637	.008	1
erry	24.2	.36	.019	7.0	9,207	.23		3,421	480	637	265	22,496	.25	.015		3,858	.015	
Pickaway	25.6	.38	.020	8.9	8,704	.21		2,588	759	803	242	18,555	.21	.013		11,744	.014	
Pika	12.6	.18	.010	3.3	3,223	.08	.005	1,238	147	230	81	7,247	.08	.005	2,198	3,266	.006	
ortage (Kent-Ravenna)	49.8	.73		14.7	19,543	.48		6,294	1.340	1,167	553	40,366	.45		2,748	9,690	.030	
reble		.33	.018	7.1	9,493	.23		2,611	235	895	188	21.339	.24	.014		12,499	.015	
utnam	20.0			5.6	8,804	.22		1,979	305	1,034	195	21,898	.24	.015		13,555	.015	
lichland (Mansfield)	72.8	1.07	.087	21.5		1.05		11,092	5,882	2,716	1,406	88,158	.99			8,438	.060	1
oes (Chillicothe)	46.2	.68	.038	12.6	20,980	.51	.030	5,994	2,120	981	897	42,900	.48	.029	3,405	8,541	.031	
andusky (Frement)		.62		13.0		.50		5,573	1,999	1,676	634	41,732	.47				.030	1
cioto (Portsmouth)			.058	19.1	35,588	.87		10,441	5,646	1,170	1,188	76,576	.88	.052		4,424	.053	
ieneca (Tiffin-Festoria)	46.6			13.8	24,515	.80		8,840	2,853	1,891	777	50,901	.57	.034		13,444	.035	
Shelby (Sidney)			.020			.26	1	3,299	1,194	769	330	22,610	.25		3,007	9,563		1
itark (Canton-Massillon-																		
Alliance)	247.7	3.63	.195	71.1	151,397	3.70	.220	43,187	21,692	9,604	4,982	316,752	3.54	.213	4,455	13,402	.211	1
lummit (Akron-Barberton-										.,								
Cuyahoga Fails) rumbuli (Youngetown-	363.7	5.33	.286	106.3	249,230	6.10	.362	72,063	53,215	11,058	9,561	593,857	6.64	.400	5,587	7,894	.366	
Warren-Niles)	136.0	1.99	.107	37.6	60,268	1.47	.087	20,048	6,679	3,290	2,011	136,152	1.52	.092	3,621	9,391	.093	
Philadelphia-Dover)	52.9	.78	.042	18.7	31,728	.78	.048	9,822	3,283	1,476	942	70,127	.78	.047	3,750	7,291	.046	1
Inion				5.7		.22		1,985	279	932	176	19,247	.22			9,794		1
an Wert (Van Wert)	21.3	.31	.017	6.6	11,322	.28	.016	3,122	1,368	1,131	314	26,838	.30	.018	4.066	12,210	.017	,
/inton		.13		2.4	1,905	.06		708	14	144		4,457	.05			1,408	.004	
Varren				9.4	11,558	.28		3,608	780	1,273	339	24,508	.27			8,716		1
Vashington (Marietta)				11.0		.40		4,266	2,332	905	539	38,500						1
Vayne (Wooster)				14.3		.82		5,772			806	54,327	.61					
Villiams	23.1	.34	.018	7.5	12,803	.31	.019	3,190	661	1,176	344	27,751	.31	.019	3,700	9,869	.019	9
Vood (Bowling Green)	45.6	.67		13.9		.48		8,634	2,020	1,760	509	42,216	.47			17,640		9
Wyandot	17.1	.25		5.3		.22		1,987	381	1,037	285	18,833	.21			9,708		

\*Withheld to avoid disclosure.

For Ohio City figures, see page 132.

Before using these figures, see explanation page 17.

An index to all County and City data, by states and sections, appears on page 4; one to advertisers, on page 342.



A N ERA of moving sidewalks, elevated rubber railroads and never-stopping underground belts on which people will ride will descend on the American scene with a sudden swiftness once World War II is terminated.

The birth of that era, bordering on the fantastic in the layman's mind, is one of the marvels of the future now being concocted in the postwar planning pot of Akron industry.

It will be an outgrowth of the rubber industry's conveyor belt business. It will revolutionize transportation of both freight and human cargoes, and itself become a gigantic multimillion-dollar transportation industry. Its scope, its potentialities are endless. Conveyor belts, figuratively, will gird the nation, and eventually the globe. They will institute a brand-new mode of transportation.

This is another reason why Akron, a rich wartime market, will be a prosperous peacetime market, one you cannot afford to overlook when planning postwar sales programs.



Represented by: STORY, BROOKS & FINLEY New York, Philadelphia, Chicago, Cleveland, Los Angeles, Atlanta

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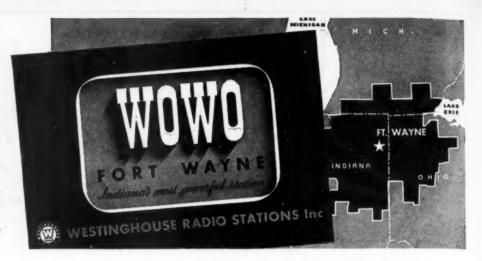
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PRIMARY coverage of more than two million consumers. Its market (blanketed only by WOWO) is a huge, half-rural, half-urban area embracing 62 counties... in Indiana, Ohio, and Michigan! Only Basic Blue station servicing this entire area. Indiana's Most Powerful Station... 10,000 watts...clear channel.

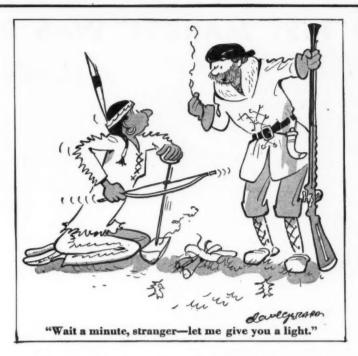


#### INDIANA - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA OPULA 2-15-	TION				RETA S/A	IL SALES	-1944 MATE					BUYING			IN	ES— ERTIS- IG FROLS
COUNTY	Total	9%	9%	Families	Dollars	0%	0%			E GROUP		Dollars	0%	0%	Per	Gross Farm Dollars	%	Qual-
	(in thou- sands)	of State	% of U.S.A.	(in thou- sands)	(in thousands)	% of State	of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	% of State	of U.S.A.	fam- ily	(in thou- sands)	U.S.A, Po- ten- tial	of Mar- ket Index
Adams	19.8	.59	.016	5.5	7,699	.43	.011	1,672	843	872	259	13.531	.34	.009	2,460	9.788	.011	69
Allen (Fort Wayne)	152.7	4.51	.120	45.1	112,312	6.28	.163	27,330	24,802	3,882	5,115	254,111	6.38	.171	5,634	16,345	.158	132
Bartholomew (Columbus)	29.0	.86	.023	9.1	13,085	.73	.019	3,678	1,869	1,098	441	23,542	.59	.016	2,587	8,136	.018	78
Benton	10.3	.30	.008	3.1	5,318	.30	.008	1,208	164	1,080	198	9,928	.25	.007	3,203	11,312	.008	100
Blackford	12.3	.36		3.8	5,950	.33		1.621	1.021	627	319	14,510	.36	.010		3,939	.010	100
Beone (Lebanon)	21.0	.62	.016	6.8	9,358	.52	.014	2,287	1,257	997	401	18,105	.46	.012	2,663	12,703	.013	81
Brown	5.1	.15		1.5	806	.05		403		901	401	2,063	.05	.001	1,375	1,437	.002	
Carroll	13.8	.41		4.5	5,533	.31	.008	1,226	234	905	194	10,883	.27	.007		12,335	.008	
Cass (Logansport)	34.3	1.01	.027	10.4	17,952	1.00		3,830	3,636	1.322	872		.93	.025		10,646	.026	
Clark	37.8			11.3	8,458	.47	.012	2.720	455	671	312		.48		-,	5,826	.016	
Clay (Brazil)	21.5	.64	.017	6,7	9,331	.52	.014	2,607	883	647	395	17.654	.44	.012	2,635	4.064	.014	82
Clinton (Frankfort)	26.5			8.4	15,109	.84		3,545	1,032	1,252	604	30,544	.77	.021		15,203	.021	100
Crawford	8.6			2.5	1,600	.09		416	62	.,	~ ~ ~	4,314	.11	.003		2,045	.003	
Daviess (Washington)	24.2	1				.47		2,605	885	168	81		.42		.,	6,065		1
Dearborn	21.1	.62			7,747	.43		2,305	372	500 607	314 330		.46			5,012	.013	1
Decatur	16.5	.49	.013	5.1	7,518	.42	.011	1.770	805			13,969	.35	.010	2,739	8,211	.011	88
De Kalb									883	000	237		.55	1			.016	
Delaware (Muncie)		1								1,067	337							1
Dubois	20.9						1	1,519	229		1,807		.34				.011	-
Elkhart (Elkhart-Goshen)	70.1				. ,				4,799	040	1,745							
Fayette (Connersville)	20.3	.60	.016	6.3	8,502	.48	.012	2,492	1.072	502	404	18,106	.45	.012	2,920	4,653	.013	8
Floyd (New Albany)			1		-,				2,168	902	401			1				
Fountain		1	1					2,183	342	100	275	,	.38					
Franklin	13.1									303	10					7,904	.006	
Fulton	13.9								582		180						1	
Gibson	28.2	.83	.021	8.1	9,101	.5	.013	2,414	922	1,042	24	19,898	.50	.014	2,341	7,199	.015	8
Grant (Marion)								1			1,29						1	-
Greene	26.6									2,	403		.50					
Hamilton	23.7			1							41							
Hancock	17.2	1								.,	23		1					1
Harrison	15.2	.41	.012	4.	3,389	.19	.005	819	242	210	10	7.542	11	.005	1,714	5,400	.006	5
Hendricks		1		1					1	1	100		1	-				
Henry (New Castle)					-,											1		
Howard (Kokomo)			6.00	1						- ,	64							-
Huntington (Huntington)											1,11		1					
Inches (Saumour)	95.5				10.00		0 011	0.404									.018	5 7
Jackson (Seymour)								1			30		1		1			-
Jasper				1					1		17				1			
Jay (Portland)	20.9	1				1				.,	26					1		1
Jefferson	19.2								1	1	30	-	1					1
Jennings	12.4	.3	7 .01	3.	3,45	1 .1	9 .00	888	66	207	11	6,404	.1	.00	1,884	3,59	.00	
Johnson						-				-	42			-	2,423			1 -
Knox (Vincennes)	40.2	2 1.1	9 .03	2 12.	20,03	1.1	2 .029	4,889	3,012	1,580	76	6 41,22	1.0	3 .02	3,379	9,96	.02	J1 3

\*Withheld to avoid disclosure.



The first News-Sentinel came out three years before matches were invented in 1836. Big events! For with matches the sturdy settlers around Fort Wayne could light their candles and enjoy a quiet evening reading the paper. All about the Indian wars... the political fights between the

Whigs and the Democrats... and the other doings of those days. This habit of evening reading became so well entrenched more than a century ago that all through the Fort Wayne area folks still cling to it. Established in 1833...going stronger than ever in 1945!

The News-Sentinel is delivered by carrier every week day to 97.8% of all homes in Fort Wayne—Indiana's second largest retail market.



REPRESENTATIVES: ALLEN-KLAPP CO. . NEW YORK—CHICAGO—DETROIT

#### Fort Wayne Statistics . . . for the year . . . of 1944

#### RETAIL SALES

 Monthly sales, 1944, compared with same month in 1943

 % change

 January
 + 10%

 February
 - 8%

 March
 + 15%

 April
 + 4%

 May
 + 22%

 June
 + 5%

 July
 + 13%

 August
 + 17%

 September
 + 17%

 October
 + 15%

 November
 + 6%

 December
 + 15%

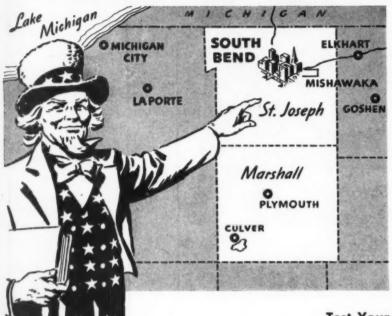
Source: Indiana Business Review

#### OTHER BUSINESS INDEXES

INDUSTRIAL EMPLOYMENT	1944	1943	%change
Firms Reporting	65	65	
No. of Employees	41,317	40,380	+ 2%
INDUSTRIAL POWER (KWH)	270,314,388	257,030,018	+ 5%
INDUSTRIAL GAS (cu. ft.)	938,696,900	846,000,000	+ 11%
CARLOADINGS			
Inbound	44,249	41,248	+ 7%
Outbound	33,577	28,842	+ 14%
Total			
BANK DEBITS	\$883,954,000	\$762,720,000	+ 13%
POSTAL RECEIPTS	\$1,524,711	\$ 1,315,154	+ 14%

Source: Chamber of Commerce of Fort Wayne

# THIS "TEST MARKET" WAS PICKED BY



UNCLE SAM!

For the first test census ever taken, Uncle Sam picked St. Joseph and Marshall Counties, Indiana. These counties, *heart* of the South Bend market, present a perfect picture of the Nation's industrial-agricultural structure.

One paper, and one only, saturates the South Bend market—with 123.5% home coverage in the South Bend-Mishawaka City Zone, 110.1% home coverage in St. Joseph County. Total circulation 82,000 plus.

Test Your Product - in the NATION'S Test Market

NEWSPAPERS GET IMMEDIATE ACTION

#### The South Bend Tribune

STORY, BROOKS & FINLEY, INC., National Representatives

INDIANA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Р	OPA OPUL/ 2-15-	TION				S/A	IL SALES		TIVE	BUYING	INCO			RTIS-			
COUNTY	Total	%	% of	Families	(in (in of of )									%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)			(in thou- sands)			U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	% of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Kosciusko	27.1	.80	.021	8.6	12,688	.71	.018	2,580	573	1,309	522	24,428	.61	.016	2,840	14,563	.018	86
LagrangeLake (Gary-Hammend-	13.3	.39	.010	3.9	4,968	.28	.007	1,195	223	589	127	9,220	.23	.006	2,384	7,914	.007	70
East Chicago)	305.1	9.02	.240	85.7	172,314	9.63	.250	45,815	35,612	9,570	5,945	390,958	9.81	.264	4,562	9,362	.254	106
LaPorte (Michigan City-																		
LaPorte)	67.5	2.00	.053	19.3	35,075	1.96	.051	10,380	5,252	2,639	1,101	65,155	1.63	.044	3,376	11,484	.048	91
Lawrence (Bedford)	31.0		.024	9.2				3,580	1,263	483	600	25,117	.63	1		4,404	.018	75
Madison (Anderson-Elwood),	91.7		.072					11,409	8,431	3,447	2,095					13,070	.068	94
Marion (Indianapolis)	491.1	14.51	.386	152.2				74,195		9,405	23,748				-,	10,529	.528	137
Marshail								2,564	1,383	936	311	24,818						85
Martin	9.5	.26	.007	2.6	2,262	.13	.003	648	178	346	99	4,499	.11	.003	1,730	1,970	.004	57
Miami (Peru)	26.1	.77	.021	8.3				2,990	1.864	1,024	385	27,232				9,691	.018	86
Monroe (Bloomington)	34.4		.027	10.2		.99		4.849	1,699	987	800	34,972				2,627	.025	93
Montgomery (Crawfordsville)	24.6			8.1	13,562	.76	.020	3.384	1,720	1.473	570		.74			12,106	.020	105
Morgan	19.6			8.1				2,174	650	769	297						.012	80
Newton	9.5	.28	.007	2.9	4,885	.27	.007	969	104	805	244	8,691	,22	.006	2,997	8,038	.007	100
Noble	20.7	.61	.016	6.5	9,563			2,338	605	1,061	358	21,330					.014	
Ohio				1.1	950			363				2,210			2,009	1,568		33
Orange				4.1				1,911	274	476	214					3,838		
Owen	10.1			3.1				1,036	193		109	6,927						75
Parks	14.7	.43	.012	4.6	5,528	.31	.006	1,659	236	549	194	10,169	.26	.007	2,211	7,589	.008	
Perry	15.2	.45	.012	4.2	4,091	.23	.006	1,413	161	219	192	8,288	.21	.006	1,989	2,230	.007	
Pike	14.6	.43	.011	4.4	4,680	.26	.007	1,499	280	319	127	9,355	.23	.006	2,126			64

\*Withheld to avoid disclosure.



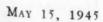
# "Test it out IN INDIANA FIRST!"

Even in the halcyon days before selling became the science it is today . . . when the best sales were made with the "best" stories . . . manufacturers of new products, yes, and the first "Sales Managers", were beginning to say, "Try it out FIRST in Indiana!" A compliment to Hoosier sagacity? Yes, and an accolade to the advance guard of trained merchandising men who increasingly used The NEWS as "test pilot" for their products on the proving grounds of this rich state. The list of manufacturers who today pioneer new products FIRST in The INDIAN-APOLIS NEWS grows each year. They use the results from discerning Hoosierland as criterion for product and advertising appeal for the rest of the nation . . . and for consistently uniform results they use The NEWS, alone, to do the job.

#### The INDIANAPOLIS NEWS

The Great Hoosier Daily. Alone. Does the Job

PAN A. CARROLL, 110 E. 42nd St., New York (17) - J. E. LUTZ, Tribune Tower, Chicago (11) - J. F. BREEZE, Adv. Director, Indianapolis (6)



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	P	OPA ( OPULA 2-15-	TION			,	S/A	EST	-1944 MATE						INCO		SALE ADVE IN CONT	RTIS
COUNTY	Total	%	% of	Families	Dollars	% of	% of			E GROUP		Deliars	% of	% of	Per	Gross Farm Dollars	% of	Qua
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	ten-	of Mar- ket Inde
Porter (Valparaiso)	29.1	.86	.023	8.8	13,627	.76	.020	3,424	1,848	1,250	577	27,169	.68	.018	3,087	8,468	.020	1
Posey	18.5	.55	.015	5.7	5,675	.32	.008	1,539	291	612	185	10,773	.27	.007	1,890	6,299	.009	-
ulaski	11.0	.33	.009	3.2	4,491	.25	.007	773	127	909	134	8,652	.22	.006	2,704	8,659	.007	1
utnam	19.0	.56	.015	5.8	7,582	.42	.011	1,850	686	716	235	16,623	.42	.011	2,866	8,393	.012	
landolph	23.9	.71	.019	7.8	10,696	.60	.016	2,936	1,019	1,098	422	23,706	.59	.016	3,039	11,609	.017	
lipley	16.1	.48	.013	4.8	6,602	.37	.010	1,552	102	635	273	13,631	.34	.009	2,840	6,571	.010	
lush	17.3	.51	.014	5.4	7,197	.40	.010	1,818	618	897	183	16,266	.41	.011	3,012	12,187	.011	
it. Joseph (South Bend-																		
Mishawaka)	173.1	5.12	.136	50.9	97,450	5.45	.142	24,655	16,570	4,045	4,180	228,882	5.74	.154	4,497	8,626	.147	
cott		.28	.007	2.9	2,420	.14	.004	733	163	120	93	5,975	.15	.004	2,060	2,131	.005	
helby (Shelbyville)	24.3	.72		7.9	12,610	.70	.018	3,051		1,459	448	27,030	.68	.018	3,422	10,058	.018	
pencer	14.3	.42		4.2	3,160	.18	.005	842	70	327	99	7,232	.18	.005	1,722	5,373	.006	
tarke	13.4	.40	.011	4.1	4,994	.28	.007	1,384	166	551	92	9,148	.23	.006	2,231	4,833	.907	
Steuben	12.0	.35		3.9	7,720	.43	.011	1,722	533	979	240	14,087	.35	.009	3,612	6,875	.010	
Sullivan	21.6	.64		6.9	7,744	.43	.011	2,701	626	492	319	16,088	.40	.011	2,332	4,777	.012	
witzerland	6.8	.20		2.2		.08	.002	405	28	98		4,065	.10	.003	1,848	3,973	.003	
Ippecanoe (Lafayette)	52.8	1.56		16.0		2.01	.052	8,429	6,452	2,204	2,137	75,426	1.89		4,714	13,573	.049	
Tipton	13.9	.41	.011	4.4	5,240	.29	.008	1,550	444	726	205	11,771	.30	.008	2,675	9,805	.009	
Inlon	5.5	.16		1.8		.14	.003	520	79	274	124	5,186	.13	.003	2,881	4,043	.003	
anderburgh (Evansville)	151.2			45.4	104,880	5.86	.152	23,951	16,058	2,824	6,185	240,415	6.03	.162	5,295	5,142	.150	
/ermillion	18.1	.53		5.8	7,742	.43	.011	2,586	550	557	272	15,467	.39	.010		5,020	.011	
/lgo (Terre Haute)				29.6	59,630		.087	15,903	14,000	2,040	2,805	129,165	-	.087	4,364	5,093	.084	
Vabash (Wabash)	24.9	.74	.020	7.7	12,938	.72	.019	2,999		1,258	514	27,346	.69	.018	3,551	9,871	.019	
Varren	7.9	.23	.006	2.4	1,936	.11	.003	610	62	447	65	5,136	.13	.004	2,140	7,588	.004	
Varrick				5.6		.29		1,530	548	585	108	10,488	.26		1,873	3,745	.009	
Vashingtonh						.23		731	265	280	127	7,923	.20			6,314	.007	
Vayne (Ricmond)						1.84		7,663	4,969	1,961	1,416		1.75		3,935	12,581	.047	
Vells						.42		1,867	465		237		.33			9,269	.011	
Vhite	14.9	.44	.012	4.6	6,507	.36	.009	1,759	293	959	341	13,668	.34	.009	2,971	12,029	.010	
Vhiteloy	16.0	.47	.012	5.0	6,890	.39	.010	1,772	461	834	279	15,232	.38	.010	3,046	7,606	.010	
TATE TOTAL	2 202 2		2 057	1 007 8	1,789,242		2.598	440 000	000 545	108,660	00 740	3,986,619		2.686	3.880	714,480	2.653	

#### ILLINOIS — County Data

Adams (Quincy).,	58.6	.77	.046	18.1	26,714	.63	.039	8,049	5,497	2,133	1,155	64,153	.63	.043	3,544	16,725	.042	91
Alexander (Cairo)	20.2	.27	.016	6.1	7,622	.18	.011	2,237	564	334	338	17,319	.17	.012	2,839	1,980	.013	81
Bond	13.0	.17	.010	4.2	4,300	.10	.006	1,453	290	441	93	10,428	.10	.007	2,483	5,264	.007	70
Boone (Belvidere)	14.8	.20	.012	4.6	6,841	.16	.010	2,452	344	848	132	16,262	.16	.011	3,535	8,311	.011	92
Brown	6.4	.08	.005	2.1	1,794	.04	.003	658		178	74	4,344	.04	.003	2,069	5,509	.003	60
Buroau	33.7	.45	.026	10.4	13,051	.31	.019	3,668	530	2,458	412	32,586	.32	.022	3,133	27,460	.022	85
Calhoun	6.6	.09	.005	1.8	1,614	.04	.002	405	*	222		3,362	.03	.002	1,868	3,493	.003	60
Carroll	17.2	.23	.014	5.5	7,314	.17	.011	2,369	275	1,298	162	16,802	.17	.011	3,055	11,362	.012	86
Cass	13.9	.18	.011	4.3	6,230	.15	.009	2,292	653	675	223	15,799	.16	.011	3,674	7,855	.010	91
Champaign (Champaign-		-																
Urbana)	68.2	.90	. 054	20.4	41,777	.99	.061	11,242	7,244	3,974	2,089	86,310	.85	,058	4,231	31,570	.058	107
Christian (Taylorville)	33.6	.44	.026	10.4	14,959	.35	.022	4,912	1,275	1,792	594	30,561	.30	.021	2,939	21,363	.022	85
Clark		.21	.012	5.0	5,074	.12	.007	1,483	131	590	159	12,095	.12	.008	2,419	6,440	.009	75
Clay	15.5	.20	.012	4.7	5,476	.13	.008	1,502	317	840	194	11,981	.12	.008	2,549	4,356	.009	75
Clinton (Centralia)	19.6	.26	.015	5.4	5,032	.12	.007	1,548	194	736	94	12,691	.13	.009	2,350	8,113	.010	67
Celes (Mattoon)	34.1	.45	.027	10.7	18,088	.43	.026	4,720	2,291	1,837	606	39,583	.39	.027	3,699	14,366	.027	100
Cook (Chicago-Evanston- Oak Park-Cicero-Berwyn- Eigin-Maywood-Chicago HtsHarvey-Wilmette-																		
Blue Island-Forest Park- La Grange-Park Ridge- Winnetka-Des Plaines- River Forest)	3.968.3	52.46	3,117	1,190,3	2,604,861	61.43	3.783	632,950	825,696	69,074	122,875	6,391,581	63,23	4,307	5,370	26,851	3.912	126
Crawford		.25	20000	5.9	6,576	.16			406	926	182	16,899	.17	.011			.012	80
Cumberland		.12	.007	2.9	1,764	.04	.003	790		256	81	4,237	.04	.003		4,875	.004	57
De Kalb (De Kalb)	2.50	-		10.6	18,122	200	.026	5,519	1,778	2,014	624	39,043	.39	.026			.026	96
		- 10			,			-,	1,,,,,	-,		20,510	.50		7,230			

\*Withheld to avoid disclosure.



here's the Front today?

Dad's the family's military strategist! How he enjoys his sessions with The CHICAGO TIMES, tracing war developments through his favorite newspaper's front dispatches and maps. The by-lines have long been familiar to him, for the writers were trained and brought up in the ways of the community in The TIMES local room.

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sons in action, the entire household follows these war dispatches, knowing that TIMES overseas correspondents are especially assigned to describe the fighting experiences of the Chicago boys they meet.

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ILLINOIS — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		OPA POPUL 2-15-	ATION				RETA S/	EST	S-1944 IMATE					BUYING			SALE ADVE IN CONT	RTIS-
COUNTY	Total	%	% of	Families	(in (in of of )									%	Per	Gress Farm Dollars	% of	Qual-
	thousands) Statement 16.0		U.S.A.		(in thousands)	of		Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	% of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
De Witt	16.0	.21	.013	4.9	7,147	.17	.010	2,535	718	958	273	16,224	.16	.011	3,311	11,432	.011	85
Douglas	15.1	.20	.012	4.7	6,199	.15		2,117		1,248	159	13,536	.13				.010	83
Du Page (Elmhurst- Downers Greve)	112.5	1.49	.068	32.4	43,090	1.02	.063	18,552	1.931	4,013	2,304	109,775	1.09	.074	2 200	9,212	.074	84
Edgar (Paris)		.29	.017	7.0				2,773	750	895	381	19,025	.19	.013		16,001	.014	80
Edwards	8.0		.006	2.6				562	750	229	43	4,512	.04	.003		2,874	.004	67
Effingham	18.1							2,041	435	1,591	238	18,939	.19				.013	
Fayette	23.4	.31	.018	6.7	10,359	.24	.015	2.733	357	1,273	424	22,511	.22	.015	3,360	7,967	016	8
Ford				4.2		.18		1,874		1,201	238	13,826	.14				.009	
Franklin		1		14.2				6,270			453						.026	
Fulton (Canten)			.032					5,188			588						.024	
Gallatin		.12	.007			1		552		291	58	4,957	.05				.004	
Greene	17.8	.24	.014	5.4	4,989	.12	.007	2,200	264	615	190	12,885	.13	.009	2,386	12,687	.009	6
Grundy	18.3	.24	.014	5.8	6,562	.18	.010	2,326	403	1,174	149				2,734	11,956	.011	7
Hamilton	12.4	.16	.010	3.7	1,961	.08	.003	533	150	216	101	4,800	.05	.003	1,297	3,446	.004	
Hancock	23.4	.31	.018	7.8	6,658	.16	.010	2,407	282	1,013	250	17,949	.18	.012	2,301	16,242	.013	
Hardin	7.7	.10	.000	2.1	1,073	.03	.002	526		40	53	2,619	.03	.002	1,190	875	.003	5
Henderson	7.0	.10	.006	2.4	1,436			532		281	40	3,488	.03	.002	1,453	8,838	.003	
Henry (Kewanee)				11.8	18,368	.43	.027	5,565	2,046	2,277	632	38,011			3,221	25,455	.027	
Iraqueis	28.5	.38	.022	8.0	10,797	.21	.016	3,472	575		367			.016	2,841	30,659	.017	
Jackson (Murphysboro)	32.7	.43	.020	9.7	13,600	.3	.020	4, 141	927	788	414	29,503	.29	.020	3,042	5,527	.021	
Jasper	10.1	.14	.009	3.1	2,511	.00	.004	696	103	397	46	5,974	.06	.004	1,810	6,113	.005	
Jefferson (Mt. Vernon)	31.4	.41	.025	9.7	12,910	.30	.019	3,027	1,804	1,215	421	28,220	.28	.019	2,909	4,570		
Jersey	12.7	.17	.010	3.1	3,758	.0	.005	1,37	205	398	177	8,602	.06	.006	2,264	7,070	.007	1 7

"Withheld to avoid disclosure.

# Adaptability

Like the well-adjusted individual, the really great newspaper is the one easily and quickly able to conform to new and unusual circumstances. Since emergencies are commonplace in a newspaper office this characteristic of adaptability is of paramount importance.



EVENING AND SUNDAY

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# Cover All PEORIAREA

JOURNAL

The Nation's Bright Spot

..and..STAR

Illinois 15T Market

POPULATION

PEORIA . . . . 105,087

Rockford . . . . . 84,637

E. St. Louis . . . . 75,609

CIRCULATION

PEORIA . . . . . 88,263

Springfield . . . 73,146

Rockford . . . . 58,183

\*RETAIL SALES

PEORIA . \$100,762,000

Rockford . . 83,933,000

E. St. Louis . 82,333,000

(St. Claire County)

BUYING INCOME

PEORIA . . . . . \$5,299

(Peoria County)

Bloomington . . . 4,529

Rockford . . . . 4,416

\*Peoria Is FIRST in "QUALITY OF MARKET INDEX"—(129)

\*Sales Management Figures from 1945 Survey of Buying Power

National Representatives—WARD-GRIFFITH CO.—Offices in Principal Cities

ILLINOIS - County Data - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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	. р	OPA OPULA 2-15-	TION					IL SALES						DIES				ERTIS-
COUNTY	Total	% of	%	Families Dollars % % % In thousands of dollars)  Families (in (in of of thousands) State U.S.A, Lum									% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		of U.S.A,				u.S.A,	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Je Daviess	19.6	.26	.015	6.1	6,600	.16	.010	2,130	188	967	207	14,031	.14	.009	2,300	10,090	.011	73
Johnson	8.1	.11	.006	2.3	1,750	.04	.003	403	121	208		4,231	.04	.003	1,840	2,390	.004	67
Kane (Elgin-Aurora)	129.7	1.71	.102	37.4	73,519	1.73	.107	24,865	12,166	4,761	2,901	158,510	1.57	.107	4,238	22,000	.106	104
Kankakee (Kankakee)	61.0	.81	.048	15.1	27,528	.65	.040	7,542	4,848	2,869	1,230	54,651	.54	.037	3,619	17,036	.040	83
Kendall	10.2	.13	.008	3.0	2,740	.06	.004	1,103	53	383	109	6,096	.06	.004	2,032	10,775	.005	
Knox (Galesburg)	48.2	.64	.038	15.4	25,412	.60	.037	7,304	4,069	2,813	1,120	58,130	.58	.039	3,775	19,113	.038	100
Highland Park)	122.6	1.62	.098	33.1	65,752	1.55	.095	23,615	6,494	5,053	3,085	140,219	1.39	.094	4,236	10,150	.095	99
La Salle (Ottawa-Streator-																		
La Salle)	95.0	1.25	.075	27.7	46,014	1.09	.067	14,816	5,408	4,375	1,834	108,153	1.07	.073	3,904	34,455	.072	96
Lawrence		.25							634	559	237				3,117	3,970		
Lee (Dixen)		.43			,	.31	.019	4,373	1.766		460					20,111	.022	
Livingston (Pontiac)		.47		9.9		.32		4,213	1,242		470		.29		-,	31,483		
Logan (Lincoln)	26.7	.35		7.0		.25		2,952	1,103		354		.24				.017	1
McDenough (Macomb)	25.5	.34	.020	8.3	10,895	.26	.016	3,159	1,754	1,238	354	23,530	.23	.016	2,835	15,732	.017	85
McHenry	37.9	.50	.030	11.4	20,036	.47	.029	6,415	1,358	3,055	708				3,925	18,018		
McLean (Bloomington)	65.5	.86	.052	20.0	37,647	.89	.055	11,301	4,956	3,591	1,471	90,587	.90		4,529	40,059		
Macon (Decatur)	84.6	1.12	.067	26.4	49,111	1.18	.071	13,610		4,131	1,799	99,254	.98		3,760			
Macoupin		.54	.032	13.1	13,070	.31	.019	5,680	498	1,475	430	27,929	.28	.019	2,132	15,813	.022	89
Edwardsville)		2.14	.127	48.1	62,024	1.46	.090	22,192	5,220	5,006	2,247	146,280	1.45	.099	3,041	14,811	.093	73
Marion (Centralia-Salem)	39.5			12.2	25,590				2,370	2,456								1
Marshall											134							
Mason	13.6	.18	.011	4.4	5,372	.13	.008	1,706	264	943	208	12,200	.12	.008	2,773	9,716	,009	82

\*Withheld to avoid disclosure.

. . . the 8th Largest Market in 9-State Midwestern Area

ROCK ISLAND-MOLINE, ILL.

BUREAU OF CENSUS RANKING,

Bulletin, Feb. 1944

- 1. Chicago
  2. St. Louis
  3. Twin Cities
  4. Milwaukee
  5. Kansas City
  6. Omaha
  7. Duluth-Superior
  8. TRI-CITIES
- 9. Peoria 10. Wichita 11. Des Moines 12. Racine-Kenosha

Metropolitan County Population

19

9

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101 69

113 78

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Over 200,000 Population

The TRI-CITIES market offers you real sales volume! It is the 8th largest market in the entire 9-state Midwestern Area. Excellent postwar outlook, too, because 90% of TRI-CITIES' industries are based on peacetime products . . "The Farm Machinery Capital."

- · This prosperous market is thoroughly blanketed by popular WHBF.
- The major portion (nearly 60%) of TRI-CITIES is on the Illinois side . . . fully covered without duplication by . . .



MUTUAL **NETWORK** 

ROCK ISLAND ARGUS STONEY MOLINE DISPATCH

THE ROCK ISLAND ARGUS

MOLINE DAILY DISPATCH

ILLINOIS — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA OPULA	TION				S/A	L SALES	S-1944 IMATE					BUYING D ES			10	ES- RTIS- IG TROLS
COUNTY	Total	%	%	Families	*Dollars	9/0	9/0		UR STOR			Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of	U.SA,	(in thou- sands)	(in thousands)	% of State	of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A, Pe- ten- tial	ef Mar- ket Index
Massac	12.4	.18	.010	3.8	3,390	.08	.005	1,112	231	253	190	7,166	.07	.005	1.886	2,901	.006	60
Menard	8.8	.12	.007	2.7			.005	986	118	533	111		.08			7,201	.005	71
Mercer	18.1	.21	.013	5.1	534	.01	.001	1,438	234	898	119	12,779	.13	.009	2,506	17,064	.007	54
Menroe	11.8	.15	.009	3.5	4,299	.10	.006	1,171	94	485	89	10,757	.11	.007	3,073	6,125	.007	78
Montgomery	28.6	.38	.022	9.0	12,002	.28	.017	3,800	667	1,541	459	29,381	.29	.020	3,265	12,428	.020	
Morgan (Jacksonville)	31.2	.41	.025	8.5	15,849	.37	.023	3,979	2,702	1,424	621	32,436	.32	.022	3,816	16,658	.023	92
Moultrie	11.5	.15	.009	3.5	3,261	.08	.005	1,146	145	602	91	7,532	.07	.005	2,152	10,133	.006	67
Ogle	28.0	.37	.022	8.9	10,800	.25	.016	3,870	455	1,640	462	25,563	.25	.017	2,872	20,384	.018	82
Peoria (Peoria)	142.8		.112	43.3	100,782	2.38	.146	28,714	24,690	4,580	4,142	229,466	2.27	.155	5,299	13,022		
Perry	20.2		.016	6.1	7,045	.17	.010	2,565	338	662	317	16,978			2,783	3,082		
Platt				1	.,			1,542	167	1,079	. *	9,531	.09			13,165		70
Pike	20.9	.28	.016	6.6	6,586	.16	.009	2,362	436	698	195	15,813	.16	.011	2,396	15,784	.011	69
Pope	5.7	.08	.004	1.7	1,087	.03	.001	462		149		2,570	.03	,002	1.512	1.754	.002	50
Pulaski	12.6	.17	.010					828	1		94							
Putnam	4.5					1		454		208		2,372				1		
Randolph	29.5	.39	.023	7.8	8,051	.19	.012	3,061	529	728	253	19,483	.19	.013	2,498	7,52	.015	65
nichland (Oiney)	14.4	.19	.011	4.5	6,529	.15	.009	1,623	423	1,260	225	14,368	.14	.010	3,193	3,514	.010	91
Rock Island (Rock Island-																		
Moline-East Moline)	1 116.3	1.5	.091	35.3	85,803	1.58	.095	18,463	12,345	4,202	2,44	147,059	1.4	.099	4,166	9,06	.096	105

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

IT MAY SOUND REPETITIOUS, BUT one-fourth of all questions about the Survey of Buying Power wouldn't have to be asked if readers had read the explanations starting on page 17.

#### ROCKFORD

# Leads in Air Express Shipments

Air-minded Rockford uses the fastest means of transportation...Air Express...to maintain its record breaking volume of retail sales and manufacturing operations.



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ROCKFORD MORNING STAR . . . ROCKFORD REGISTER-REPUBLIC ROCKFORD, ILLINOIS

ILLINOIS — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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	P	OPA ( OPULA 2-15-	TION					IL SALE						BUYING D ES			SALI ADVE IN CONT	RTIS-
COUNTY	Total	% of	%	Families	Dollars	% of	% of			RE GROUS		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of		fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
St. Claire (E. St. Louis-																		
Belleville)	172.7	2.28	.136	52.8	82,333	1.94	.119	26,108	12,341	5,422	3,180	208,110	2.06	,140	3,941	11,899	.133	98
Saline (Harrisburg)	30.7	.40	.024	9.4	12,088	.29	.017	3,647	950	823	523	26,986	.27	.018	-8-4-	3,519	.019	79
Sangamen (Springfield)	113.4	1.50	.089	34.6	64,516			18,309	10,296	4,524	3,255	147,585	1.46				.096	103
Schuyler	9.2	.12	.007	2.8	2,603	.06	.004	1,071	207	320	66	6,137	.06				.005	71
Scott	6.5	.09	.005	2.0	1,941	.04	.003	779	159	367		4,865	.05	.003	2,433	5,158	.003	60
Shelby	22.2	.29	.017	7.0	6,042	.14	.009	2,034	124	1,052	166	14,230	.14	.010	2,033	15,172	.011	85
Stark	7.8	.10	.006	2.4	2,688	.06	.004	935	37	575	108	6,688	.07	.005	2,787	8,683	.005	83
Stephenson (Freeport)	39.6	.52	.031	12.3	20,761	.49	.030	6,368	3,156	2,366	806	44,351	.44	.030	3,606	15,871	.030	97
Tazewell (Pekin)	56.7	.75	.045	17.1	18,551	.44	.027	7,615	1,386	2,381	813	41,379	.41	.028	2,420	16,628	.031	69
Union	18.7	.25	.015	4.8	5,589			1,749	317	584	215	11,797	.12	.008	2,458	5,009	.009	60
Vermilion (Danville)	76.2	1.01	.080	23.2	36,281	.86	.053	12,203	5,980	2,926	1,814	92,727	.92	.062	3,997	22,916	.059	98
Wabash	13.2	.17	.010	4.1	5,372			1,795	470	732	144	11,294	.11	.008	2,755	2,830	.008	80
Warren (Monmouth)	19.1	.25	.015	6.1	9,644	.23	.014	2,680	769	1,589	361	20,102	.20	.014	3,295	17,006	.014	. 93
Washington	13.6	.18	.011	4.2	3,880	.09	.006	963	221	598	83	8,228	.08	.005	1,959	7,646	.007	64
Wayne		.24	.014	5.4	5,411	.13	.008	1,146	232	858	159	11,345	.11	.008	2,101	5,953	.009	84
White	19.4	.26	.015	6.0	5,838	.14	.008	1,742	196	846	157	11,665	.11	.008	1,944	6,285	.009	60
Whiteside (Sterling)	40.8			12.5	18,691	.44	.027	6,049	1,060	2,747	823	40,417	.40				.028	88
Will (Joilet)	116.3	1.54	.091	32.1	47,395	1.12	.069	16,260	9,251	3,339	1,570	114,207	.113	.077	3,558	20,548	.077	85
Williamson	44.4	.59	.035	13.8	14,411	.34	.021	5,244	1,977	928	521	34,403	.34				.025	71
Winnebage (Reckford)		1.87	.099	39.3	83,933	1.98	.122	23,805	15,501	4,183	3,187	173,546					.115	116
Woodford		.23	.014	5.2	7,230	.17	.010	2,113		1,249	189						.011	79
STATE TOTAL	7,564.4		5.942	2,289.0	4,240,161		6.158	1,150,520	1,025,980	225,490	186,975	10,108,085		6.811	4,455	1,234,898	6,441	108

\*Withheld to avoid disclosure.

For Illinois City figures, see page 135.



#### MICHIGAN — County Data

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IG ROLS

Quality of Market Index

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT,

		OPA POPUL 2-15					RETAI	EST	S-1944 TIMATE			EFFEC	SX		INCO		ADVE	ES— ERTIS- IG TROLS
COUNTY	Total	% of	%	Families	Dollars	%	%			GROUP of dollars		Dollars	% of	% of	Per	Gross Farm Dollars	of	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Alcona	4.3	.08	.003	1.2	1,480	.04	.002	479		214		4,074	.06	.003	3,395	1,705	.003	100
Alger	8.4	.16	.007	2.2	3,844	.12	.006	1,536	182	272	113	10,050	.14	.007	4,568	965	.007	100
Allegan	38.7	.68	.029	11.1	15,225	.48	.022	5,247	1,482	1,816	602	38,444	.53	.026	3,463	14,112	.025	86
Alpena (Alpena)	18.8	.35	.015	5.1	9,092	.27	.013	3,072	2,075	715	564	24,175	.33	.016	4,740	2,939	.015	100
Antrim	8.3	.15	.007	2.4	2,625	.08	.004	1,157	205	272	150	6,990	.10	.005	2,913	2,771	.005	71
Arenac	7.7	.14	.006	2.1	3,132	.09	.005	858	388	372		8,024	.11	.005	3,821	3,399	.005	83
Baraga	6.4	.12	.005	1.8	3,060	.09	.004	1,357		186		7,817	.11	.005	4,343	1,043	.005	100
Barry	20.9	.39	.016	6.6	6,901	.21	.010	2,454	684	672	376	17,557	.24	.012	2,660	7,931	.012	7
Bay (Bay City)	77.2	1.44	.061	21.6	51,080	1.53	.074	12,208	7,881	1,854	2,385	94,157	1.30	.063	4,359	10,253	.066	
Benzie	6.2	.12	.005	1.9	3,045	.09	.004	1,137	182	357	207	7,879	.11	.005	4,147	1,728	.005	100
Berrien (Benton Habor																		
Niles-St. Joseph)	93.4	1.74	.073	28.8	45,835	1.37	.067	15,421	6,931	4,504	2,876	115,581	1.60	.078	4,013	18,060	.074	10
Branch (Coldwater)	24.9	.46	.020	8.1	10,556	.32	.015	3,312	1,163	1,158	470	28,394	.39	.019	3,505	8,077	.018	
Calhoun (Battle Creek)	99.6	1.85	.078	30.7	68,308			17,745			3,435				4,675			
Gass	21.8	.41	.017	7.0				2,514		772	263	,	1		2,712	6,674		1
Charlevoix	10.9	.20	.009	3.2	4,959	.15	.007	1,935	251	443	244	12,470	.17	.008	3,897	2,131	.008	. 8
Cheboygan	10.9	.20	.009	3.0	5,032	.15	.007	1,995	707	486	320	13,545	.19	.009	4,515	1,772	.008	8
Unippewa (Sault Ste. Marie)	26.2	.49	.021	6.9	12,499	.37	.018	4,768	3,055	958	376	34,122	.47	.023	4,945	3,287	.021	10
Clare.	8.1	.15	.006	2.3	3,698	.11	.005	1,536	570	515	132	9,492	.13	.006	4,127		.005	8
Usinton	27.1	.50	.021	8.0			.012	2,454	752	1,316	470					1		
Olamiold	2.6	.05	.002	.7	2,146	.07	.003	858	91	214	132	2,563	.04	.002	3,659			10
Delta (Escanaba)	28.1	. 52	.022	7.8	14,457	.43	.021	4,589	3,534	929	506	40,967	.57	.028			.025	
Dickinson (Iron Mountain)	22.7	.42	.018	6.4	10,672	.32	.016	3,711	3,146	801	282	28,145	.39	.019	4,398	1,066	.018	10
Eaton	33.3	.62	.026	10,6	11,672	.35	.017	4,349	866	1,559	639	33,274			3,139	11,038	.021	8
Emmet (Petoskey)	12.0	.22	.009	3.1	9,860	.30	.014	2,953	*	1,015	376	15,168	.21	.010	4,290	2,367	.011	12

\*Withheld to avoid disclosure.

COUNTY	F	OPA POPULA 2-15-					RETA	EST	S-1944 IMATE			EFFEC			INCO		ADVI CON	ERT
COUNTY	Total	% of	%	Families	Dollars	0%	0%			E GROUI		Dollars	07	07	Per	Gross Farm	% of	Qı
	(in thou- sands)		of U.S.A.	(in thou- sands)	(in thousands)	% of State	of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	% of State	% of U.S.A.	fam- ily	Dollars (in thou- sands)	U.S.A. Po- ten- tial	Mi ki
Genesee (Flint)	228.2 7.8 24.8		.179 .006 .019	65.5 2.2 6.9	160,308 2,625 13,703	4.80 .08 .41	.233 .004 .020	43,680 938 4,968	20,872 205 2,326	6,432 286 1,616	8,542 169 489	279,128 5,563 34,887	3.86 .08 .48	.188 .004 .024	2,529	10,343 2,838 965	.200 .004 .022	
City)	22.0 29.1 28.1	.41 .54 .52	.017 .023 .022	6.0 8.7 9.0	13,340 13,007 9,092	.40 .39 .27	2000	3,691 3,751 2,853	3,101 1,277 1,322	1,502 1,888 1,058	508 470 301	34,370 33,626 25,540	.48 .46 .35	.023 .023 .017	5,728 3,865 2,838	4,263 11,846 10,421	.021 .022 .016	
loughton	36.9	.69	.029	10.6	18,458	.55	.027	8,539	2,599	1,287	470	50.341	.70	.034	4,749	2,984	.031	
duron	28.8	.53	.023	7.7	11,382	.34		2,933	1,140	1,873	432	30,702	.42	.021	3,987	19,777	.020	
ngham (Lansing) onia	136.0 33.6	2.53	.107	41.7 9.7	113,608	3.40		26,197	19,885	6,420	5,545	224,394	3.10	.151	5,381	9,636	.146	
osco	7.5	.14	.006	2.2	12,064 3,219	.38		4,010 1,237	1,163 182	1,301	583 226	30,308 8,375	.12	.020	3,125	11,420 1,582	.021	
ron	16.4	.30	.013	4.6	7,322	.22	.011	3,332	935	844	282	18,633	.26	.013	4,051	1,122	.012	
sabella (Mount Pleasant)	22.1	.41	.017	6.2	9,526	.29	.014	2,733	935	1,144	357	23,947	.33	.016	3,862	8,918	.016	
lackson (Jackson)	95.0		.075	27.9	64,194	1.92		15,780	10,160	2,366	2,918	134,745	1.86	.091	4,830	10,309	.068	
alamazoo (Kalamazoo) alkaska	101.7	1.89	.080	30.4	72,048 1,058	2.16		16,853 439	10,756	3,315	4,080	133,267 2,833	1.84	.090	4,384 2,833	8,727 1,234	.093	
Cent (Grand Rapids)	231.4	4.30	.182	70.5	167,117	5.00	.243	40,617	28,350	5,671	9,254	309,133	4.27	.208	4,385	15,940	.213	
Ceweenaw	2.9	.05	.002	.8	827	.03		818	*			2,213	.03	.001	2,766	. 101	.001	
ake	4.0		.003	1.3	1,073	.03		479		143		2,688	.04	.002	2,068	1,111	.002	
apeereelanau	30.2 6.6	.56	.024	7.6		.32		3,092	730	1,101	414	26,063	.36	.018	3,429	11,801	.019	
					1,914	.06	.003	998	46	100	94	4,777	.07	.003	2,654	2,827	.003	
enawee (Adrian)ivingston	53.0 20.5	.99	.042	16.1	23,157 8,802	.69		7,601	3,671	2,574	714	59,145	.82	.040	3,674	17,511	.039	
uce	6.6	.12	.005	1.4	2,799	.08		2,893 1,057	638	1,058	320 244	22,603 7,114	.31	.015	-,,	7,291	.013	
lackinac	7.0	.13	.006	1.9	3,205	.10		1,536	160		113	8,954	.10	.006	5,081 4,713	505 931	.005	
facomb (Mount Clement)	139.2	2.59	.109	38.5	41,282	1.24	.060	15,202	3,466	4,404	1,955	112,411	1.55	.076		13,270	.078	
Aanistee	15.5	.29	.012	4.8	7,497	.23	.011	2,474	1.550	515	827	19,315	.27	.013	4,024	2,434	.012	
Inhperming)	40.7	.76	.032	11.3	20,373	.61	.029	8,559	2,668	1,788	677	52,891	.73	.036	4,681	1,739	.033	
Asson	17.2		.014	5.2	7,917	.24	.011	2,893	1,008	801	338	20,142	.28	.013	3,873	4,319	.013	
Aecosta	14.6 21.3	.27	.011	4.3 5.9	5,916 6,032	.18	.008	1,616 2,314	775 707	458 272	320 150	15,220 15,164	.21	.010		5,485 4,554	.010	
flidland (Midland)	28.4	.53	.022	7.9	10,658	.32	.015	4,010	1,094	1,358	526	26,739	.37	.018	3,385	4,319	.018	
Alssaukee	6.5	.12	.005	1.8	2,132	.06	.003	439		386		5,418	.07	.004	3,010	3,724	.004	
Aonroe (Monroe)	61.1	1.14	.048	17.1	21,779	.65		7,382	3,055	1,859	790	63,343	.88	.043	3,704	14,078	.041	
flontcalm	25.6 3.0	.48	.020	8.1	10,266 1,146	.03	.015	3,671 379	912	1,130 186	545 113	28,429 2,978	.37	.018	3,263 3,723	9,355 819	.018	
Auskegen (Muskegen)	104.8			30.9	45,850	2.500		13,952	6,584	2,075	2,061	107,969		.073		5,194	.073	
lowaygo Pakland (Pontiac-Ferndale-	17.4	.32	.014	5.3	5,177	.16	.007	1,935	251	686	207	13,235	.18	.009	2,497	5,968	.009	
Royal Oak-Birmingham)	297.4	5.53	.234	84.4	120,379	3.60	.175	43,710	20,360	7,379	5,997	300,886	4.16	.203	3,565	11,888	.201	
gemaw	13.3 6.8		.010	4.0	4,451 3,451	.13	.006	1,776 998	182 228	644	150 113	11,271	.16	.008	2,818	5,092	.008	
										515		8,768	.12	.006	4,615	2,311	.005	
ntonagon	8.9 12.6	.17	.007	2.5	3,335 4,219	.10		1,576	182 182	372 472	75 188	8,499	.12	.006	3,400	1,526	.006	
Oscoda	2.1	.04	.002	.6	783	.02		259	102	100	100	10,692 1,965	.15	.007	2,890 3,275	4,330 740	.007	
Otsego	4.9	.09	.004	1.3	2,552	.08	.004	838	182	315		6,576	.09	.004	5,058	1,155	.004	3
Ottawa (Holland)	59.0	1.10	.046	17.3	26,767	.80	.039	8,000	2,845	2,560	1,278	67,830	.94	.046	3,921	13,775	.044	
resque fale	10.2		.008	2.5	3,407	.10		1,456	182	529	150	8,706	.12	.006		2,423	.006	1
aginaw (Saginaw)	129.4	2.41	.102	1.0 37.1	2,059 79,236	2.37		938	10,243	329 3,025	4,005	5,191 160,716	.07	.003		303	.003	1
t. Clair (Port Huron)	76.8	1.43	.060	22.6	37,859			12,668	7,706	3,260	1,786	103,716	2.22	.108		17,253 11,633	.064	i
t. Joseph	29.2	.54	.023	9.5	14,920			4,768	2,326	1,516	639	37,534	.52	.025		6,854	.024	
anilac	26.6	.49	.021	7.7	9,889	.30	.014	2,953	684	1,902	432	27,959	.39	.019	3,631	18,868	.018	
choolcraft	7.7	.14	.006	2.1	4,031	.12	.006	1,496	593	429	188	10,547	.15	.007	5,022	695	.006	
hiawassee (Owosso)	39.0			11.6	18,328	.55		5,905	3,534	1,845	677	48,944	.65	.032		10,769	.030	1
uscolaan Buren	34.0 32.2		.027	9.6	13,282 15,182	.40		3,751 5,367	775 912	1,988	545 639	34,349		.023		17,600	.023	
Vashtenaw (Ann Arbor-				.0.0	10,102	.40	.022	0,00/	812	2,2/4	039	40,678	.56	.027	3,874	10,746	.020	-
Ypsllante)	97.8	1.82	.077	29.1	51,898	1.55	.075	16,399	7,159	4,633	3,403	134,193	1.85	.090	4,611	13,237	.083	-
Hamtramck-Wyandotte- Lincoln Park-River Rouge-													1					
Grosse Pointe)	2.175.5	40.46	1.709	611.2	1,671,020	50.02	2 427	354 980	292 477	62,238	90 020	3,456,200	47 70	2 220		0 700	2.236	4

<sup>\*</sup>Withheld to avoid disclosure.



\$35,000,000 Weekly Factory Payroll! Prosperity is a tangible. You can put your finger on it. Payrolls and savings create prosperity. Detroit's payroll today for 582,000 factory workers is more than three times the 1937 factory payroll - and that was one of Detroit's best years.

Factory workers in Wayne County (mostly Detroit) draw \$35,897,776 weekly. And they are saving a good portion of it. Curfew hours or otherwise there is little riotous living among these workers in the Detroit area. It will be well to remember the weekly payroll figure - THIRTY-FIVE MILLION DOLLARS!

P.S. When you come to advertise in this market postwar it will be well to remember that The Detroit News has the largest city and trading area circulation of any Detroit newspaper; that The News reaches 63.8% of all city zone homes taking any newspaper regularly.

#### The Detroit News

THE HOME NEWSPAPER

A. B. C. Weekday Circulation, 383,089 - Sunday Circulation, 470,785

Dan A. Carroll, 110 E. 42nd St., New York, 17

J. E. Lutz, Tribune Tower, Chicago, 11

OLS

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107 87 136

80 85

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	OPA CIVIL POPULATION 2-15-1944						S/A	EST	5—1944 IMATE			EFFE0		D ES			SAL ADVI CON	ERTIS
COUNTY	Total % % Fam			Families	Dollars	%	%			RE GROU		Dollars	%	%	Per	Gross Farm Dollars	% of	Qua-
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- lly	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Wexford (Cadillac),,	15.3	.28	.012	4.5	8,135	.24	.012	2,394	1,619	672	470	20,370	.28	.014	4,527	2.176	.013	108
STATE TOTAL	5.377.3		4.224	1,547.0	3,340,652		4.853	854,964	531,486	180,100	161,837	7,234,941		4.875	4,877	540,780	4.738	112

For Michigan City figures, see page 138.

#### WISCONSIN — County Data

Adams	6.6	.22	.005	1.9	1,541	.10	.002	471		•	•	3,143	.10	.002	1,654	2,690	.003	60
Ashland (Ashland)	17.8	. 80	.014	4.8	10,008	.63	.015	2,859	1,547	673	321	17,690	.55	.012	3,685	2,439	.013	93
Barron	30.1	1.02	.024	8.3	13,622	.86	.020	2,187	1,351	1,270	510	24,430	.75	.016	2,943	15,321	.019	79
Bayfield	12.3	.42	.010	3.5	4,104	.26	.006	1,211	87	305	170	7,841	.24	.005	2,240	3,809	.006	60
Brown (Green Bay),,	82.4	2.80	.065	22.0	52,834	3.31	.077	11,886	7,782	3,585	1,791	106,978	3.30	.072	4,863	14,818	.072	111
Buffalo	13.7	.47	.011	3.8	4,464	.28	.007	918	174	495	151	8,813	.27	.006	2,319	9,678	.007	64
Burnett	8.7	.30	.007	2.5	2,650	.17	.004	505		356	76	4,649	.14		1,860	4,134	.004	57
Calumet	15.3	. 52	.012	4.1	6,134	.39	.009	1,110		660	227	11,907	.37	~ ~ ~ ~	2,904	11,668	.009	78
Chippewa (Chippewa Falis)	36.2	1.23	.028	9.2	15,797	.99	.023	3,381	608	1,816	396	27,896	.86	.019	3,032	13,320	.022	79
Clark	29.2	.99	.023	7.9	10,584	.66	.015	2,103	295	1,257	302	20,833	.64	.014	2,637	17,681	.016	79
Columbia	32.7	1.11	.028	9.7	15,451	.97	.022	3.633	1,217	1,791	623	25,969	.80	.017	2,677	16,087	.020	77
Crawford	15.1	.51	.012	4.0	4,954	.31	.007	1,127	278	445	151	8,716	.27	.008	2,179	8,803	.008	67
Dane (Madison)	135.2	4.59	.106	39.7	89,235	5.60	.130	20,901	14,232	6,863	4,540	170,126	5.25	.115	4,285	35,530	.118	111
Dedge (Watertown-Beaver																		
Dam)	44.9	1.53	. 035	12.3	19,483	1.22	.028	4,710	1,078	2,629	661	36,936	1.14		3,003	26,377	.028	80
Deer	22.4	.78	.018	6.3	8,251	.52	.012	1,632	417	1,041	227	14,645	.45	.010	2,325	8,169	.012	67
Douglas (Superior)	45.8	1.56	.038	13.5	28,535	1.66	.039	8,593	2,713	1,482	1,225	67,439	2.08	.045		3,478	.041	114
Dunn	23.8	.81	.019	6.6	8,856	. 56	.013	1,615	574	838	208	16,654	.51	.011	2,523	12,893	.013	68
Eau Claire (Eau Claire)	43.1	1.46	.034	12.4	25,877	1.62	.038	6,257	2,902	1,791	1,152	44,906	1.39	.030		7,152	.033	97
Florence	3.2	.11	.002	.9	950	.08	.001	370	•	•	•	1,604	.05	.001		853	.001	50
Fond du Lac (Fond du Lac),.	56.2	1.91	.044	15.9	31,178	1.95	.045	8,107	3,424	2,743	1,718	56,651	1.75	.038	3,563	21,325	.041	93
Forest	8.3	.28	.007	2.0	3,197	.20	.005	858	122	165	94	5,638	.17	.004		1,289	.005	71
Grant	37,6	1.28	.030	10.8	16,114	1.01	.023	3,785	730	2,845	510	28,447	.88	.019		25,152	.022	73
Green (Monroe)	20.9	.71	.016	6.3	12,139	.76	.018	2,422	1,080	2,108	510	21,757	.67	.015		18,274	.016	100
Green Lake	13.1	.44	.010	4.0	6,523	.41	.009	1,564	348	1,105	227	12,523	.39	.008	3,131	6,802	.009	90
lowa	17.4	.59	.014	4.9	5,818	.36	.009	1,447	174	876	189	11,308	.35	.008	2,308	14,217	.010	71
1ron	8.3	.28	.007	2.3	3,427	.21	.005	1,430	209	368	76	5,945	.18	.004		1,072	.005	71
Jackson	13.4	.45	.010	3.7	5,371	.34	.008	1,346	243	546	170	9,898	.31	.007	2,675	8,016	.008	80

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

# DANE COUNTY POPULATION-135,200

#### 1ST AGAIN IN PER CAPITA RETAIL SALES!

Not only does Dane County's leadership in per capita retail sales remain unchallenged in Wisconsin-but it also ranks high among the nation's counties of 150,000 to 200,000 population. What are Dane County's post-war prospects? Just write and we will send you some very interesting and, what we believe, convincing facts.

1944 Retail Sales Total Per Capita

1944 Food Sales Total Per Capita

1944 Drug Sales Total Per Capita

\$89,235,000 \$660

\$20,901,000 \$155

\$4,540,000 \$34

#### CIRCULATION TOTALS ARE WAY UP, TOO!

Average Net Paid Daily Circulation

.....or 11,924 More Than in the Same Month of 1941

THE CAPITAL TIMES

THE WISCONSIN STATE JOURNAL

National Representatives

JANN & KELLEY, INC. New York — Chicago — Detroit — San Francisco—Atlanta

fligh-Spot

V



# ★ You mean you never HEARD of Booth, Michigan!

Actually, you won't find Booth, Michigan, on the map but you will find the Booth Michigan Market, with its total daily newspaper circulation of three hundred and fifty thousand copies, in the minds of agency men looking for above-average sales opportunities.

Each of the eight Booth Markets is a fine market in itself. When you put them all together, you have the equivalent of a real metropolitan market. With this further significant

exception—a minimum of sub-standard homes!

Booth, Michigan is a great market now and it will also be a great peace market. It's in the heart of the munitions belt now but it will be in the heart of the automobile belt later!



For more information on Booth Markets, ask

Dan A. Carroll, 110 East 42nd Street, New York City 17

John E. Lutz, 435 N. Michigan Ave., Chicago 11

# BOOTH Michigan NEWSPAPERS

GRAND RAPIDS PRESS · FLINT JOURNAL · KALAMAZOO GAZETTE · SAGINAW NEWS JACKSON CITIZEN PATRIOT · MUSKEGON CHRONICLE · BAY CITY TIMES · ANN ARBOR NEWS

ROLS

111

75 79 70

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87

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100

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ENT

	P	OPA ( OPULA 2-15-	TION					ESTI						D ES			ADVE IN CONT	RTIS
COUNTY	Total	%	% of U.S,A,	Families	Dollars (in thousands)	of State	% of	FOUR STORE GROUPS (in thousands of dollars)				Dollars	9/0	0%	Per	Gross Farm Dollars	o <sub>f</sub>	Qual
	(in thou- sands)	of		(in thou- sands)			U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	u.s.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Inde
efferson (Watertown)	39.2	1.33	.031	11.8	21,571	1.35		6,122	1,877	2,667	736	39,722	1.23	.027	3,366	15,533	.029	-
uneau Cenosha (Kenosha)	16.8 62.5	.57 2.12	.013	4.8 17.9	6,034 32,299	2.03		1,867 10,805	191 3,754	381 1,664	208 1,737	11,794 63,472	1.96		2,457 3,546	6,069 8,847	.009	1
Cewaunee	15.7	. 53	.012	4.3	5,128	.32	.007	858	295	584	132	9,769	.30	.007	2,272	9,099	.008	
a Crosse (La Crosse)	55.6		.044	16.0				9.522	5.242	2,230	1.015	68,110			4,257	8,792	.047	1
afayette	17.0	.58	.013	4.8		.40		1,648	156	1.041	132	12,523	.39	1	2,609	14,829	.009	
anglade (Antigo)	18.7	.63	.015	4.8		. 62	0.000	2,876	1,460	699	302	18,403	.57			5,523	.013	
incoln	19.1	.65			6.000			2,069	1,199	813	378	15,179	.47		2,919	5,227	.012	
Manitowoc (Manitowoc)	62.9	2.14	.049	17.5	38,260	2.40	.056	8,655	5,352	2,205	100	75,989	2.35	.051	4,342	18,600	.052	1
Marathon (Wausau)	66.7	2.26	.052	17.0	30,096	1.89	.044	7,619	3,754	2,642	868	55,323	1.71	.037	3,254	23,052	.042	
Marinette (Marinette)	31.1	1.06	.024	8.4			.021	3,869	3,893	660	245	25,547	.79	.017	3,041	6,769	.020	
Marquette	7.8	.26	.006	2.3	2,722	.17	.004	807	*******	292	57	5,314	.16	.004	2,310	3,718	.004	
Milwaukee (Milwaukee- West Allis-Wauwato:a)	762.1	25.87	. 599	225.7	503,654	31.58	.732	148,426	97,425	18,420	21,459	1,172,221	3,618	.790	5,194	8,508	.734	1
Annes		-																
Manrae	28.8						1	2,540		1,168	434 170		.60			13,287	.016	1
Dreida (Rhinelander)	21.8 15.3	1	.017	5.6				3,213			415			1		1,793	.014	
Outagamie (Appleton)	65,7							9,587	5,718		1,265					16,589	.014	
Zaukee	18.6							2.086			203		.50			11.636	.012	
Pepin	6.6	.22	.005	1.8	2,909	.16	.004	723		445	94	5,621	. 17	.004	3,123	3,215	.004	-
Pierce	18.9					-		1,783		1	226		1		-	11.745	.012	E
Palk				1		1	1	1,228	1		359		1			13,178	.013	1
Portage (Stevens Point)	28.5							3,919	1		585					8,453	.019	1
Price		1	1					1,144		1	203		1			4,385		1
Racine (Racine)	91.7	3.11	.072	26.4	49,666	3.1	.072	17,039	5,788	2,896	2,568	95,256	2.94	.064	3,608	11,450	.068	
Richland	18.9	1						1,716	678	445	302	12,053	.37	.008	2,274	11,821	.010	
Rock (Beloit-Janesville)	78.6							14,397	5,388	3,683	2,114	86,135	2.66	.058	3,619	18,973	.061	
Rusk		.49	.011	3.	5,717	.3	.006	1,463	295	660	181	10,028	.31	. 007	2,639	6,244	.008	
St. Croix	21.9	.74	.017	6.	9,346	.5	.014	1,968	243	1,549	340	17,626	.54	.012	2,938	13,866	.014	
Sauk		9999		1	15,221						434				2,743	1	.021	
Sawyer		1						906		1	189		1			1,903	.006	1
Shawano	28.2		1								307				1	1		
Sheboygan (Sheboygan) Faylor	70.7							12,275			1,40					17,071 7,327	.058	9
Frempealeau	20.3				7.70		011	1 21	2 295	1.041	28	14,904	.4	6 .010	2,404	12,762	.012	
Vernon								1,312			34					17,956		
Vilas		1						1		1	34	9,218				678		
Walworth	31.9										88				3,767			4
Washburn	. 9.4									1	22				2,778		1	
Washington	27.5	.90	5 .02	7.	9 11,62	1 .7	3 .017	2,843	713	1,384	35	23,215	.7	2 .016	2,939	12,685	.018	3
Waukesha (Waukesha)	64.7			-							1,17							1
Waupaca	33.														2,944	1	.021	1
Waushara Winnebage (Oshkosh-	11.5									381					2,213			5
Neenah)	. 76.	2.0	.06	0 22.	3 42,40	B 2.6	6 .062	13,10	3,802	3,508	1,50	9 82,531	2.5	5 .056	3,701	11,97	.059	9
Wood (Wisconsin Rapids-																		
Marshfield)	. 41.6	B 1.4	2 .03	3 11.	3 20,95	2 1.3	. 030	5,38	3,197	1,905	1,09	36,75	1.1	3 .02	3,253	9,93	.028	3
STATE TOTAL	-	-	-	-	-	-	_		-				-	-	-	-	-	-

\*Withheld to avoid disclosure.

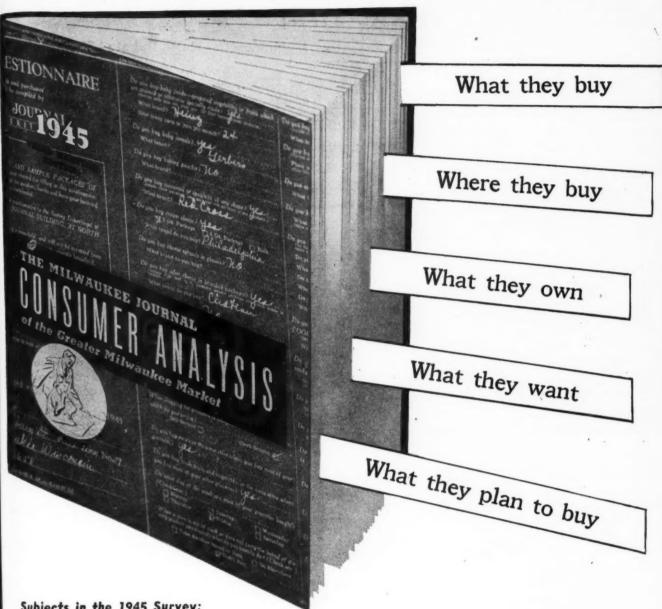
For Wisconsin City figures, see page 139.

Before using these figures, see explanation page 17.

#### IT MAY SOUND REPETITIOUS, BUT---

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 17 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all county and city figures.

#### 22nd Annual Survey of the Buying Habits and Plans of 227,000 Milwaukee Families



Subjects in the 1945 Survey:

MS

107

67 123

80

72 73

67 73 82

120 106

85

ige 17.

**Grocery Products** Drug Products, Cosmetics, Toiletries Home Appliances and Equipment Home Heating, Insulation Paints and Painting Home Ownership and Building Plans Radio Ownership and Type Wanted Automobiles and Automotive Products Employment Vacation and Travel Plans Alcoholic Beverages, Soft Drinks Cigarette Habits

There never was a time when up-to-date facts were so important to marketing men. The Milwaukee Journal's Third Wartime Consumer Analysis meets that need with 1945 facts on buying habits, preferences and plans. More than 7,000 families and hundreds of grocers and druggists were contacted to obtain this information - and we believe it is the most timely, most useful to marketing men of all the 22 annual editions of America's original consumer survey. Write our General Advertising Department for a copy.

#### THE MILWAUKEE JOURNAL

Read in 9 Out of 10 Homes in the Metropolitan Area

#### WEST NORTH CENTRAL STATES



#### West North Central States—County Data

MINNESOTA - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

100,000 OR OVER

COUNTY	Р	OPA OPULA 2-15-	TION					EST				EFFECTIVE BUYING INCOME 1944 ESTIMATE						SALES— ADVERTIS- ING CONTROLS	
	Total (in thou- sands)	Total	%	% of	Families	Dollars	%	% of			RE GROU s of dollar		Deilars	% of	%	Per	Gross Farm Dollars	% of	Qual-
		of	U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index	
Altkin	12.9	.51	.010	3.5	4,665	.33	.007	923	219	487	91	6,424	.24	.004	1,835	5,056	.006	66	
Anoka	23.8	.94	.019	6.3	6,134	.43	.009	1,984	320	421	151	9,823	.37	.007	1,559	4,654	.010	53	
Becker	21.2	.84	.017	5.5	7,733	.54	.011	1,847	1,180	658	197	11.517	.44	.008	2.094	7.938	.011	65	
Beltrami (Bemidji)	20.4	.81	.016	5.5	10,828	.76	.016	2,873	910	999	303	15,455	.59	.010	2.810	4,098	.013	81	
Benton (St. Cloud)	14.5	.57	.011	3.5	5,414	.38	.008	1,402	118	920	121	8,921	.34	.006	2,549	5,545	.008	73	
Big Stone	8.7	.34	.007	2.3	5,328	.37	.008	1,112	320	1,052	136	8,503	.32	.006	3,697	6,273	.007	100	
Blue Earth (Mankato)	31.9	1.26	.025	9.1	23,285	1.64	.034	4,549	3,235	2.919	742	35,244	1.34	.024	3,873	16,893	.027	100	
Brown (New Ulm)	23.2	.92	.018	6.3	12,802	.90	.019	2,565	927	2.380	500	20,427	.78	.014	3,242	13,895	.016		
Carlton	21.1	.84	.017	5.7	9,158	. 64	.013	1,744	421	592	197	13,409	.51	.009	2,352	4,386	.012		
Carvor	15.9	.63	.012	4.2	6,624	.46	.010	1,214	67	894	379		.41	.007		10,058	.009	75	
Cass	14.9	. 59	.012	3.9	4,968	.35	.007	1,624	169	605	151	6,677	.25	.004	1.712	3,907	.007	58	
Chippewa (Montevideo)	13.7	.54	.011	3.7	8,842	.62		1,813	977	1,420	197	13,244	.50			10,390	.011	100	
Chisago	11.3	.45	.009	3.3	4,306	.30		1,180	101	618	136		.27			5,861	.006		
Clay (Moorhead)	22.7	.90	.018	6.0	11,362	.80	.017	2,924	286	1.315	273		.71	.013	3,104	10,582	.015		
Clearwater	9.2	.36	.007	2.4	2,822	.20	.004	667	51	368	91	3,916	.15	.003	1,632	3,543	.004	57	
Cook	2.2	.09	.002	.6	1,210	.09	.002	445				1,518	.06	.001	2,530	182	.002		
Cottonwood	13.6	.54	.011	3.6	6,811	.48	.010	923	185	1,617	212	10,274	.39	.007	2,854	15,600	.009		
Crow Wing (Brainerd)	25.3	1.00	.020	7.1	14,270	1.01	. 021	4,566	1,736	1,091	455	20.735	.79	.014	2,920	3,409	.017		
Dakota (So. St. Paul)	39.9	1.58	.031	10.5	15.754	1.11	.023	4,326	404	855	500	29,172	1,11	.020		10,448	.023		
Dodge	11.2	.44	.009	3.1	3,960	.28	.006	906	34	881	136		.25		2.101	8,150	.006	67	

\*Withheld to avoid disclosure.

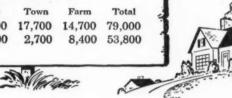
# Minnesota Poll\* POSTWAR PLANNING BULLETIN NO. ©

# Wanted: 132,800 New Homes!

MINNESOTA POLL\* finds better than 1 in every 6 of Minnesota's 735,000 families planning to build or buy within 3 years after the war.



City Town Farm 17,700 14,700 Build: 46,600



#### HOW BIG A HOME?

12% 4 rooms or less 38% 5 room home 6 room home 36% 7 room home 8 rooms or more



\$3,000 or less 19% | \$6,100 to \$7,000 \$3,100 to \$4,000 15% \$7,100 to \$10,000 10% \$4,100 to \$5,000 19% Over \$10,000 \$5,100 to \$6,000 18% Don't know





26% Yes 70% Undecided

(Asked of those not planning to build or buy new homes.)



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NG TROLS

Quality of Mar-ket Index

65 81

73

100

89

71 75

ENT

A caution to postwar planners! If new postwar homes cost up to 25% more than similar prewar homes, of those Minnesotans now planning to build or huv:

44% WILL

39% WILL NOT

17% ARE UNDECIDED

# \*What makes a newspaper great?

The Minnesota Poll, an impartial, scientific weekly public opinion and postwar planning survey, is one of many public service features which build reader regard for the Minneapolis Star-Journal and Tribune.

Example: annual Family Party of the Minneapolis Star-Journal and Tribune - a

festive get-together of newspaper men and their readers where far-voyaging reporters and local SJT Makers assemble with families and friends to swap information, share experiences, recount for the home folks the fascinating story of a newspaper's job in a world at war.

Minneapolis Star-Journal and Tribune



Tribune (morning)—over 350,000

Sunday Tribune—over 400,000

		OPA C PULAT 2-15-1	LION				SW	ESTII							TIMAT		SALE ADVE IN CONT	RTIS
COUNTY	Total	9%	oy.	Families	Dellars	%	% of			E GROUP of dollars		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qua
	(in	% of State	of U.S.A.	(in thou- sands)	(in thousands)	State	u.s.a.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar ket Inde
ouglas	18.2	.72	.014	5.1	8,726	.62	.013	1,847	725	1,460	273	12,936	.49	.009	2,536	8,744	.011	1
aribault	21.7	.86	.017	6.0	11,304	.80		2,650	556	2,709	333	16,995	.65	.011	2,833	21,098	.014	1
illmore	22.6	.89	.018	6.5	8,842	,62		1,795	573	1,565	318	15,103	.57	.010		14,000	.013	1
reeborn (Albert Lea)	28.9	1.14	.023	8.0				3,813	1,853	2,433	348	27,467	1.05			18,062	.021	
eedhue (Red Wing)	28.4	1.12	.022	8.1	15,149	1.07	.022	3,386	994	1,841	394	24,508	.93	.016	3,026	13,895	.019	
rant	8.5	.34	.007	2.3	4,032	.28	.006	735	•	1,144	91	6,325	.24	.004	2,750	8,255	.005	
ennepin (Minneapolis)	553.1	21.90	.434	170.6	396,736	27.94	. 576	107,060	92,480	16,253	18,500	889,832	33.87	.600		14,776	.560	1
ouston	12.8	.51	.010	3.5	4,752	.33	.007	992	101	842	121	7,909	.30	.005		7,345	.007	
lubbard	8.8	.35	.007	2.4	3,427	.24	.005	1,163	253	329	61	4,906	.19	.003	2,044	2,298	.004	
anti	11.0	.44	.009	2.8	3,874	.27	.006	1,043	489	342	152	5,324	.20	.004	1,901	4,386	.006	
													_					
asca	29.0	1.15		8.0				3,865	927	1,105	197		.71		1	3,792	.016	1
ackson	14.4	.57	.011	3.8				1,265	303	1,420	167	9,801	.37	1		18,521 3,572	.008	
Canabec	8.3	.33		2.3				633	1 205	447	91	4,037	.15				.004	
(andiyohi (Wilimar)	24.3	.96		6.2				2,411	1,365	2,117	258		.65			14,193 8,248	.014	
littson	9.2	.38	.007	2.3	4,334	.3	.006	513		947	76	6,677	.20	.00	2,903	0,246	.000	
Canabiahina	14.0	22	011	4	7,45	.5	.011	2,308	724	710	197	10,505	.40	.00	2,626	2,107	.009	
Ceachiching				3.				1,060	455	1,026	167					12,115		1
Lac qui Paree	13.5							1,000	490	- 276	101	6,633	1			383		
akeake of the Woods	4.0		1	1				616	135	1		1,826						
Le Sueur	16.9	1							168		212							
				1	1	1	1											
Lincoln	9.4	.37	. 007	2.	5 3,19	7 .2	3 .005	599		789	100	5,280	.2	00.0	4 2,112	8,504	.008	5
yon	19.0							2,172	842	2,459	28	17,083	.6	5 .01	1 3,417	14,595	.014	4
VicLood				1		8 .6	9 .014	1,884	387	1,782	24	15,180	.5	8 .01	0 2,811	13,322	.01	2
Mahnomen				1		1 .1	3 .003	496	87	329		2,684	.1	00.00	2 1,789	2,570	.00	3
Marshall					7 4,95	4 .3	5 .007	975	101	1,026	15	7,931	.3	0 .00	5 2,144	10,656	.00	7
						1											J	
Martin (Fairmont)											36							-
Meeker			-	1			_	1				10,450						
Mille Lace								1	1		16							
Morrison								1	1		75							
Mower (Austin)	34.5	1.37	.02		10,00	1.4	.02	4,000	2,124	2,000	,,,	1	"		3,00	14,00	7 '''	
Murray	12.9	.5	.01	3.	2 4,78	1 .3	.00	804		1,223	7	8,00	8 .3	.00	2,50	15,55	3 .00	17
Nicollet								1,488	270	815	9	7,46	9 .2	.00	1,82	2 10,31	4 .00	17
Nobles (Worthington)		.7	8 .01	5 5.	.1 11,28	31 .7	.01	1,949	1,48	2,143	25	7 16,54	4 .6	.01	11 3,24	18,87	8 .01	13
Norman		5 .4	6 .00	9 3.	.0 4,76	.:	.00	7 95	211	947				25 .00	2,22	7,69		
Oimsted (Rochester)		2 1.4	7 .02	9.	.6 25,73	33 1.1	.03	7 4,85	4,06	2,775	1,34	8 37,53	2 1.4	.00	25 3,91	0 11,73	1 .02	29
				_										00 0	0 0 11	200 10	. «	22
Otter Tail (Fergus Falls)	44.1														16 2,11			
Pennington(Thief River Falls			-			-	.01								07 3,65		_	
Pine	1				.7 6,0		12 .00				1.			32 .0 44 .0				
Pipestone				1	.4 7,8		55 .01 05 .02								15 2,72			
Polk	. 31.	7 1.2	. 02	5 8	,2 14,8	61 1.	.02	2 3,04	- "	2,190	-	22,55		.0	2,12	3 10,00	1 .0	
Bona	. 11.	6 .4	.00	0 9	.1 4,1	18	29 .00	6 1,02	6 18	5 776	12	6,16	0	23 .0	04 1,98	7 7.59	4 .0	06
Papa															11 5,11			
Red Lake					.5 2,2		16 .00			• 434		* 3,30			02 2,20			
Redwood			10 .01		.3 9,5		67 .01					12 16,59			11 3,13			
Renville			.01		.6 9,6		68 .01					12 14,47			10 2,58			13
	1																	
Rice (Faribault)	. 28.	6 1.1	.02	22 7	.2 13,3	06	94 .01	9 3,23	2 1,33	1,61	1	85 17,51			12 2,43			16
Rock			35 .00		4,6		33 .00	7 94	0 79			7,01	1		05 2,92			106
Roseau	. 12.	8 .8	.01	10 3	4,3	49 .	31 .00	6 88	9 37	1 92	1	6,29		24 .0	1,90	7,9	.0	906
St. Louis (Duluth-Hibbing-									1						_			
Virginia)	. 182.	9 7.2			1.8 96,4		79 .14								47 4.0			44
Scott	. 14.	.1	57 .0	11 3	5,8	18	41 .00	1,04	3 6	68	1	82 8,60	02 .	33 .0	2,3	7,2	0.	906
							04				-		000	14	100		84	004
Sherburne (St. Cloud)			.0		3,0		21 .00			35		3,60			002 1,80			108
Sibley			54 .0		5,3		37 .00			1,53		82 8,7			006 2,5			136
Stearns (St. Cloud)					3.3 26,9		90 .00					18 44,4			3,3			012
Steele (Owatenna),			71 .0		1.9 10,0		71 .0					88 14,2			010 2,9			006
Stevens	. 10.	.0	40 .0	98 2	2.6 4,9	162	35 .0	07 83	47	72 80	-	21 7,2	. 00	.28 .0	2,7	7,3	" "	
Swift	. 13.	4	53 .0	11 1	3.5 6,3	79	45 .0	1,30	00 50	1,49	9 1	52 9,9	00	.38	2,8	29 9,4	52 .0	008
Tedd			87 .0		5.7 7.3		52 .0					97 11,8			008 2,0			011
Traverse			29 .0		1.9 3.2		23 .0			19 78		76 4,8			003 2,4			004
Wabasha			81 .0		1.3 6,5		46 .0			20 1,13		67 10,9			007 2,5			009
Wadena			46 .0		3.0 5.5		39 .0			04 81		21 8,4			006 2,8		82 .	007
Waseca			53 .0		3.7 6,1		43 .0		1	02 1,26		27 10,4			007 2,8	21 9,5		800
							75 .0			99 93		33 15,8			011 2,1		04	014
Washington	25.	.9 1.	03 .0	20	7.3 10,6	1001	(0) -H	10 4.75	85 700	30 8-3					mani mas			800

<sup>\*</sup>Withheld to avoid disclosure.

MAY 15, 1945

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[239]

	P	OPA ( OPULA 2-15-	TION		+		RETA SA	D EST	5—1944 IMATE					BUYING D ES			ADVE IN CONT	RTIS-
COUNTY	Total	%	%	Families	Dollars	%	%			RE GROUI		Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of State	u.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily		U.S.A. Pe- ten- tial	of Mar- ket Index
Wilkin	9.3 32.7	1.29	.007	2.3 9.3		.26 1.37	.005	1,094 5,386	2,831	631 1,354	121 636	5,566 29,392	7770			7,786 8,974		71 92
Wright Yellow Medicine	24.8 15.3	.98	.019	6.8 4.1	- 6 -	.66	.009	1,847 1,163	286 253	1,368 1,368	273 182	100000000000000000000000000000000000000	.67		2,608 2,863		.012	63 78
STATE TOTAL	2,525.8		1.984	710.8	1,419,866		2.062	350,622	235,438	132,741	50,393	2,627,252		1.770	3,696	848,462	1.900	96

For Minnesota City figures, see page 139.

### SOUTH DAKOTA - County Data

	1	-	-	- Cal	-	1	1	1								2	-	
Armstrong	4.4	.80	.003	1.2	1,193	.47	.002	260		169	67	2,299	.47	.002	1,916	2,858	.002	67
Beadle (Huren)	16.6	3.05	.013	4.7	9,821	3.90	.014	2,578	1,531	832	302	19,581	3.98	.002	4,166	5,642	.013	100
Bennett	2.3	.42	.002	.6	698	.28	.001	225	1,001	91	302	1,310	.27	.001	2,183	2,323	.001	50
Ben Hamme			.002				1		90		134					4,462	.005	71
opn riomine	8.6	1.58	.007	2.5	2,648	1.05	.004	571	89	429	134	8,687	1.36	.005	2,675	9,402	.000	11
Breekings	13.5	2.48	.011	3.7	7,624	3.03	.011	1,609	1,068	1,014	201	13,087	2.66	.009	3,537	14,620	.010	91
Brown (Aberdeen)	28,3	4.64	.020	7.0	14,324	5.69	.022	3,477	2,600	1,495	519	33,230	6.76	.022	4,747	13,514	.022	110
Brule	5.0	.92	.004	1.4	2,474	.98	.004	571	213	390	151	4,489	.91	.003	3,192	3,346	.004	100
Buffalo	1.4	.26	.001	.4	146	.08		104				1,086	.22	.001	2,715	1,226	.001	100
Butte	7.0	1.28	.005	2.0	4,860	1.93	.007	1,107	391	572	184	8,585	1.75	.008	4,293	5,909	.006	120
Campbell	4.3	.79	.003	1.0	698	.28	.001	280		85		1,827	.37	.001	1.827	1,807	.001	33
Charles Mix	10.6	1.94	.008	2.7	2,517	1.00	.004	415	38	442	134	4,956	1.01	.003	1,836	5,430	.004	50
Clark	7.6	1.40	.008	2.1	2,197	.87	.003	536	125	338	117	4,502	.91	.003	2,144	8,858	.004	67
Clay	8.4	1.54	.007	2.4	3,288	1.31	.005	813	214	520	184	6,589	1.34	.004	2,737	11,412	.005	71
Cedingtpn (Watertown)	15.4	2.83	.012	4.2	11,189	4.44	.016	2,024	2,047	1,547	251	21,319	4.34	.014	5,076	7,633	.014	117
4 William			0	"	,	****		-,	-,	.,		,			-,	*,***		
Corson	5.5	1.01	.004	1.4	1,193	.47	.002	415		143	-	2,804	. 53	.002	1,860	2,176	.002	50
Custer	5.1	.94	.004	1.6	2,284	.91	.003	709	160	273	•	4,099	.83	.003	2,582	2,120	.003	75
Davison (Mitchell)	12.7	2.33	.010	3.7	10,593	4.21	.015	1,886	1,477	767	436	20,525	4.17	.014		3,070	.014	140
Day	11.1	2.04	.009	2.9	4,467	1.77	.006	969	178	689	201	7,930	1.61	.005		9,762	.006	67
Deuel	7.4	1.36	.003	1.9	1,746	.69	.003	383	•	429	50	3,528	.72	.002	1,857	9,762	.003	50
Daway	4.9	.90	.004	1.2	1,179	.47	.002	538		52		2,554	.52	.002	2,128	1,115	.003	75
Douglas	5.3	.97	.004	1.4	1,397	.55	.002	242		286	50	3,039	.62	.002		3,374	.003	75
Edmunds	7.1	1.30	.006	1.8	1,644	.65	.002	450		286	84	3,276	.67	.002		3,586	.003	50
Fall River	10.0	1.83	.008	2.8	2,988	1.18	.004	865	285	260	168	6,031	1.23	.004		2,618	.005	63
Faulk		.92	.004	1.4	1,388	.54	.002	363	•	182	117	2,755	.56	.002		3,540	.003	75
Grant	8.8	1.61	.007	2.4	3,099	1.23	.005	779	214	572	117	5,914	1.20	.004	2,464	9,440	.005	71
Gregory		1.43	.006	2.1	2,343	.93	.003	554	214	286	117	5,502	1.12	.004		5,522	.004	87
Haakon	2.9	.53	.002	.9	1,353	.54	.002	311		104	101	2,621	.53	.002	-,	2,185	.002	100
Hamlin	8.5	1.19	.005	1.8	1,877	.75	.002	588		377	101	3,780	.77	.003		8,121	.003	60
Hand		.99	.004	1.4	2,022	.80	.003	467	178	208	84	4,301	.87	.003		5,808	.003	75
Manage		_	-			-	-						-			0.074	.002	67
Hanson		.77	.003	1.1	858	.34	.001	208		208	1	3,142	.84	.002		3,374	.001	50
Harding		.48	.002	.8	538	.21	.001	173		224		1,575	.32	.001	1,969	3,485	.005	125
Hughes		1.05	.004	1.7	4,074	1.62	.006	1,004	445	234	201	6,165		.004		1,733		58
Hutchinson		2.07	.009	3.0	3,143 1,150	1.25	.005	519 225		728	117	5,880 1,932	1.20	.004		7,421	.005	100
		.00	.002	.,	1,100	.40	,002			,,,		1,000		.001	2,100	2,210		
Jackson	. 1.4	.26	.001	.4	742	.29	.001	121		52	•	1,784	.38	.001	4,410	1,051	.001	100
Jerauid	4.2	.77	.003	1.2	1,499	.60		242		195	67	3,410		.002	2,842	2,305	.002	67
Jones	2.1	.39	.002	.6	815	.32	.001	121		130	•	1,596	.32	.001	2,660	1,724	.001	50
Kingsbury		1.76	.006	2.7	3,390			657	142	663	117	6,905		.005		6,545		75
Lake	10.2	1.87	.008	2.8	4,976	1.98	.007	1,038	303	741	168	9,528	1.94	.007	3,402	8,066	.007	88
Lawrence	10.7	1.96	.008	3.1	10,316	4.10	.015	2,543	659	1,105	519	12,088	2.46	.008	3,898	1,715	.010	125
Lincoln		2.09	.009	3.2	3,419	1.36		865	1	598	268	6,619		.004		13,957	.005	88
Lyman	4.1	.75	.003	1.1	1,237	.49	7,000	294	1	247	34	2,688				4,821	.002	
McCook			.006	2.1	2,284				1 1	442	84	4,318				6,573	.004	
McPherson		1.27	.005	1.6	1,484				1 1	195	50	3,007				3,651		80
Marshall			000	4.0				-	140	400				00	9 000	6,333	.004	67
Meade			.006	1.9	3,012		1	-		403	117	5,494						-
Mellette			.007	2.5	3,012			1,021		403	100	6,897				4,692 2,148		
Miner			.002	.7	509			89	1 1	52	100	1,525						
Miner	5.8		.005	1.6	2000	1				260 2,840	1,830	3,255 87,750						
	1		-		3.	3												6
Moody			.006	2.2						494	100	5,695	1 1 1 1 1 1	1		10,979		
Pennington (Rapid City).				6.9	15,791					1,573	888	28,610						-
Perkins	. 5.3	.97	.004	1.5	2,051	.81	.003	57		156	841	4,435	.90	.00	3 2,957	2,987	.003	-

<sup>\*</sup>Withheld to avoid disclosure.

\*\*Less than five families.
† Armstrong and Stanley Counties combined.

# CULTIVATE NEW CUSTOMERS WHERE THEY'LL STAY PLANTED

Some sunny day — when production shifts to peacetime purposes — many a market will present a vastly different complexion. But Big Aggie's markets will stay rosy as ever . . . for food is fundamental. So it's wise to cultivate new customers where they'll stay planted — here in the great agricultural area (84% rural) served by The Big Aggie Station — WNAX.

Statistics by the truck-load show WNAX does a Star selling job in Iowa, Minnesota, Nebraska, North and South Dakota. We don't claim to be the whole cheese — but we get an abundance of mail from 284 primary counties in these five states — and a lot from beyond. City, town or farm — folks just naturally like the back-fence friendliness that has made WNAX a favorite with nearly five-million listeners.

Yes, sir — if you're doing business in Iowa, Minnesota, Nebraska, North or South Dakota, you'll do more business — wartime or post wartime — by doing business with WNAX.



WNAX SIOUX CITY · YANKTON
Represented Nationally by the Katz Agency

exclu-

RTIS. G ROLS

ity of Market Index

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	,	OPA POPUL 2-15-	ATION				RETA S/A	EST	S-1944 IMATE					BUYING			SALE ADVE IN CONT	RTIS
COUNTY	Total	0%	0/2	Families	Dollars	%	0/			RE GROU		Dollars	%	0%	Per	Gross Farm Dollars	% of	Quality
	(in thou- sands)	of State	of U.S.A.	(in	(in thousands)	of	of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	of U.S.A.	fam- ily		U.S.A. Po- ten- tial	of Mar- ket Inde
Potter	4.0	.73	. 003	1.1	1.688	.67	.003	415		221	84	3,478	.71	.002	3,162	2,268	.003	10
Roberts	13.3	2.44	.010	3.4	4,336	1.72	.006	900	178	819	134					12,887		6
Sanborn	4.4	.81	.004	1.3	1.353	.54	.002	311		208	67	2,839	.58	.002	2,184	4,028	.002	5
Shannen	3.1	. 57	.003	.7	436	.17	.001	294				1,340	.27	.001	1,914	1,272	.001	3
Spink	10.2		.008	2.8	3,943	1.56	.006	1,194	444	536	134	6,770	1.38	.005	2,418	6,932	.006	7
†Stanley	1.6	. 29	.001	.5	466	.19	.001	104				924	. 19	.001	1,848	1,208	.001	10
Sully	2.2	.40	.002	.6	553	. 22	.001	121	•	65	•	1,109	. 23	.001	1.848	2,010	.001	5
Todd	4.0	.73	.003	.9	597	.24	.001	138		26		1,659	.34	.001	1,843	2,498	.001	3
Tripp	8.3	1.52	. 007	2.2	3,812	1.51	.006	433	231	520	100	7,342	1.49	.005	3,337	7,624	.006	8
Turner	11.1	2.04	.009	3.2	3.274	1.30	.005	830		663	168	7,745	1.58	.005	2,420	10,279	.006	8
Union	9.4	1.73	. 007	2.6	3,245	1.29	.005	727		546	251	7,644	1.56	.005	2,940	10,813	.005	7
Walworth	6.0	1.10	.005	1.6	2,823	1.12	.004	709	*	312	151	6,485	1.32	.004	4,053	1,816	.004	8
Washabaugh	1.4	. 26	. 001	.3	116	. 05						735	.15		2,450	977		
Washington	.9	. 17		.2		. 04						485	.10		2,425	424		
Yankton (Yankton)	14.2	2.61	.011	3.5	5,795	2.30	.009	1,280	1,424	455	285	13,238	2.69	.009	3,782	8,601	.009	8
Ziebach	2.2	.40	. 002	.6	320	.13		156				1,138	. 23	.001	1,896	1,051	.001	5
STATE TOTAL	545.0		.428	150.0	251,800		.366	56,968	25.733	28.922	10.581	491,555		.331	3,277	357.705	.361	8

<sup>†</sup> Armstrong and Stanley Counties combined.

### NORTH DAKOTA - County Data

																		-
Adams	4.1	.76	.003	1.1	1,574	.64	.002	384	128	178	56	3,452	.69	.002	3,138	2,524	.002	67
Barnes	14.5	2.70	.011	3.9	7,441	3.03	.011	1,758	1,098	813	262	15,658	3.12	.011	4,015	11,348	.011	100
Benson	10.1	1.88	.008	2.4	2,687	1.09	.004	915	*	483	131	5,402	1.08	.004	2,251	12,360	.005	63
Billings	1.7	.32	.001	.4	159	.06	****	110				851	.17	.001	2,127	1,308	.001	100
Bottineau	10.9	2.03	.008	2.9	3,975	1.62	.006	897	92	597	187	7,703	1.54	.005	2,656	13,207	.006	75
Bowman	3.2	.60	.003	.9	1,701	.89	.002	421	128	279	93	3,140	.63	.002	3,489	3,199	.002	67
Burke	6.4	1.19	.005	1.8	1,829	.75	.003	604	92	190	93	3.842	.77	.003	2,134	3,240	.003	60
Burleigh (Bismarck)	19.3	3.60	.015	5.0	14.738	6.00	.021	2.891	2.544	1.016	729	27,125	5.41	.018		7.187	.018	120
Cass (Fargo)	45.6	8.50	.036	12.2	34,651	14.12	.050	5,905	6,200	2,700	1,055	72,480		.049		28,470	.047	131
Cavalier	11.8	2.20	.009	2.8	3,848	1.57	.006	878	384	521	187	7,196	1.44		2,570	10,789	.006	67
	*****	2.20	. 000	2.0	3,040	1.01	.000	0,0	304	32.	107	7,130	1.44	.005	2,070	10,705	.000	
Dickey	8.1	1.51	.006	2.1	3,228	1.32	.005	1,062	386	381	131	6,728	1.34	.005	3,204	5,691	.005	83
Divide	5.6	1.04	.004	1.6	1,940	.79	.003	567	256	279	94	3,998	.80	.003	2,499	4,317	.003	75
Dunn,	6.7	1.25	.005	1.5	1,224	.50	.002	439		151	37	2,788	.56	.002	1,859	5,345	.003	60
Eddy	4.5	.84	.004	1.2	2,385	.97	.003	512		292	94	5,050	1,01	.003	4,208	4,358	.003	75
Emmons	9.3	1.73	.007	1.9	2,147	.88	.003	714		216	37	6,708	1.34	.005	3,531	6,250	.005	71
Foster	4.7	.88	.004	1,2	2.417	.99	.004	677	*	254		5,129	1.02	.003	4,274	4,210	.004	100
Golden Valley	3.0	.56	.002	.8	1.367	.58	.002	512		178	37	3,003	.60	.002		3,725	.002	100
Grand Forks (Grand Forks);	29.6	5.52	.023	7.9	23,667	9.64	.034	4.750	3,000	2.433	820	42,580	8.50	.029	-,	18,404	.029	126
	6.4	1.19	.005	1.5	1,224		.002	384	3,000	140	020	3,015		.002		4,720	.003	60
Grant						.50		384	********	304	74		.60				.003	75
Griggs	4.7	.88	.004	1,2	1,765	.72	.003	304		304	/4	3,939	.79	.002	3,283	5,247	. 003	-
Hettinger	6.7	1.25	.005	1.6	2,258	.92	.003	677	146	266	•	4,797	.96	.003	2,998	5,814	.003	60
Kidder	5.6	1.04	.004	1.3	1,431	. 58	.002	256		127		2,964	. 59	.002	2,280	4,778	.002	50
La Moure	8.8	1.64	.007	2.2	2,527	1.03	.004	641		343	93	5,031	1.00	.003	2,287	5,962	.004	57
Logan	6.3	1.17	.005	1.4	1,320	.54	.002	146		191		2,496	.50	.002	1,783	4,490	.003	60
McHenry	12.1	2.26	.010	3.1	3,371	1.37	.005	1,117	201	546	150	6,864	1.37	.005	2,214	10,534	.006	60
McIntosh	7.6	1,42	.006	1.8	1.844	.75	.003	128		292	56	3,549	.71	. 002	1,972	3,528	. 003	50
McKenzie	6.5	1.21	.005	1.8	1.622	.66	.002	622	55	140	131	3.081	.61	. 002		6,916	.003	60
McLean	13.7	2.55	.011	3.5	3,530	1.44	.005	988		445	150	7.390	1.47	.005		12,253	.006	58
Mercer	8.0	1.49	.006	1.8	2,147	.88	.003	220		267	75	4,428	.88	.003		4,819	.004	67
Morton	17.5	3.26	.014	4.2	6,980		.010	1,739	641	584	355	14,059	2.81		3,347	7,927	.010	7
Mountrail	8.9	1.66	.007	2.4	2,957	1.20	.004	659	55	279	150	6,123	1.22	.004	2,551	6,710	.005	7
Nelson	7.5	1.40	.006	1.9	2,671	1.09	.004	458	33	343	168	5,635		.004		6.891	.004	6
	3.2		.003	-	350		.001	92		343	108		.25	.001		3,314	.001	3
Pembina	12.8	2.39	.010	.7	5.120	.14	.007	1.208	293	826	243	1,261			1,801	17,508	.008	8
Pierce	7.8	1.45	.006	3.1	2,926		.007	531	238	363	243	6,143		.007		9,177	.004	6
																		3 110
Ramsey (Devil's Lake)	12.9	2.40	.010	3.3	8,904	3.63	.013	1,885	1,537	978	281	15,756		.011		10,427	.011	
Ransom	8.2	1.53	.006	2.1	3,625		. 005	970	238	50B	131	7,897	1.58	. 005		7,977	.005	8
Renville	5.3	.99	.004	1.5	1,590	.65	. 002	549		229		3,296	.66	.002		4,655	.002	5
Richland	17.0	3.17	.013	4.3	8,618		.013	1,665	1,043	1,067	262	16,789	3.35	.011		22,532	.012	_
Rolette	9.3	1.73	.007	2.1	3,085	1.26	.004	732	148	305	131	6,045	1.21	.004	2,879	6,431	.005	
Sargent	7.1	1.32	.006	1.9	1,876	.76	.003	421		330	56	3,861	.77	.003	2,032	7,919	.004	6
Sheridan	5.1	.95	. 004	1.2	1,175	.48	.002	201		191	· l	2,320	.46	.001	1,933	6,052	.002	5

<sup>\*</sup>Withheld to avoid disclosure.

For South Dakota City figures, see page 140.

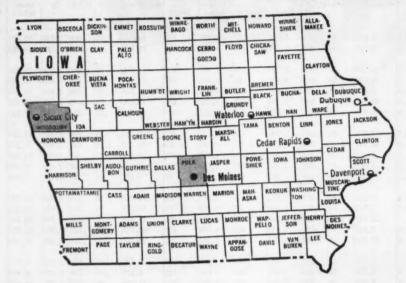
Before using these figures, see explanation page 17.

Sales Management

### WEST NORTH CENTRAL STATES

lowa

(See also Minnesota, North Dakota, South Dakota, Kensas, Missouri, Nebraska)



Cities shown are those having retail sales of \$20,000,000 or more in 1942.

Counties shaded are those having retail sales of \$50,000,000 or more in 1942.

### CITY POPULATIONS

O UNDER 50,000

- 50,000 TO 100,000
- 100,000 OR OVER
- SCALE OF MILES

### NORTH DAKOTA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	F	OPA (POPUL) 2-15-	ATION				S/A	EST	S-1944 IMATE			EFFEC 1944		D ES.			ADVE	ES- ERTIS- NG TROLS
COUNTY	Total	%	% of	Families	Dollars	% of	% of			RE GROU s of dollar		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bldg Hdwre	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Sioux	3.2	.60	.003	.8	811	.33	.001	220		38		1,462	.29	.001	1,828	1,406	.001	33
Slope	2.4	.45	.002	.6	223	.09		128				987	.20	.001	1,645	3,626	.001	50
Stark	13.5	2.52	.011	3.2	5,858	2.39	.009	1,391	1,098	597	262	12,480	2.49	.008	3,900	7,870	.009	82
Steele	4.2	.78	.003	1.0	1,320	.54	.002	366		216	37	2,828	.56	.002	2,828	6,620	.002	6
Stutsman (Jamestown)	20.4	3.80	.016	4.8	8,794	3.58	.013	1,908	586	837	299	22,269	4.45	.015	4,639	11,956	.015	94
Towner	5.8	1.08	.005	1.5	2,560	1.04	.004	587	201	292	112	5,421	1.08	.004	3,614	8,790	.004	81
Traill	11.1	2.07	.009	2.8	4,945	2.01	.007	915		1,080	150	10,104	2.02	.007	3,609	15,082	.007	71
Walsh	17.4	0.00		4.1	7,759	3.16	.011	1,446	970		299	15,230	3.04	.010	3,715	18,610	.011	7
Ward (Minot)	27.1	5.05	.021	7.4	17,919	7.30	.026	4,008	3,367	1,003	1,088	38,092	7.60	.026	5,148	12,302	.025	111
Wells		1.83	.008	2.8	3,705	1.51	.005	824	201	533	150	6,884	1.37	.005	2,754	10,559	.006	7
Williams		2.52	.011	3.8	7,664	3.12	.011	1,592	1,391	533	243	14,957	2.99	.010	3,936	6,110	.011	10
STATE TOTAL	536.5		.421	135.7	245,452		.356	54,034	28,230	26,493	9,64	500,970		.338	3,692	435,444	.360	8

For North Dakota City figures, see page 140.

### IOWA - County Data

	-																	
Adair	11.5	.51	.009	3.5	4,575	.36	.007	1,073	154	832	170	8,888	.35	.006	2,539	12,454	.007	78
Adams	8.4	.37	.007	2.6	3,050	.24	.004	640	•	416	108	5,919	.23	.004	2,277	7,462	.005	71
Allamakee	14.8	.65	.012	4.1	6,704	.54	.010	1,177	410	871	155	10,243	.41	. 007	2,498	9,933	.009	75
Appanoose (Centerville)	19.1	.84	.015	5.8	8,124	.66	.012	2,475	872	637	355	14,963	.59	.010	2,580	6,092	.012	80
Audubon	10.1	.44	.008	3.0	4,605	.37	.007	1,125	137	780	108	8,096	.32	.005	2,699	13,084	.006	75
Benton	20.2	.89	.016	6.1	9,679	.78	.014	2,527	513	1,495	247	15,828	.63	.011	2,595	25,158	.013	81
Black Hawk (Waterloo-	1																	
Cedar Falls)	76.0	3.34	.060	23.3	52,956	4.27	.077	12,342	8,789	3,835	2,024	100,855	4.00	.068	4,329	19,196	.069	115
Beene (Boone)	26.3	1.16	.021	7.5	12,956	1.05	.019	3,133	1,009	1,586	386	21,028	.83	.014	2,804	20,826	.017	81

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

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NT

	P	OPA COPULA 2-15-	ATION					L SALES ESTI						BUYING			SALE ADVE IN CONT	RTIS-
COUNTY	Total	% of	%	Families	Dollara	% of	% of			E GROUF		Dollars	% of	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Inde
lremer	16.1 19.0	.71	.013	4.8 5.2	9,075 7,354		.013	1,506 1,575	581 308	1,742 1,339	216 185		.56		2,926 2,216	12,424 14,994	.011	8
Buena Vista (Storm Lake)	17.2	.76	.014	5.1	10,978	.88	.016	2,354	650	1,937	294	15,828	.63	.011	3,104	21,757	.013	9
lutier			.012	4.5				1,454	68	1,599	201		.44			18,716	.009	1
Calhoun				4.5				1,698 2,216	257 889	1,911	309 247					21,046 20,236	.010	
Carroll (Carroll)	20.4 17.0			5.5		1			752		294						.015	
Cedar	14.5			4.8	7,580			1,541	171		201		.48				.009	
Cerro Gordo (Mason City);	37.5								4,480		1,083				1	17,875		
Cherokee (Cherokee) Chickaeaw				1				1	718 291	1,456	130							2
Clarke							1		393		9							
Clay (Spencer)	15.3	.67	.012	4.	11,58	2 .8	.017	1,852	958	1,937	40	2 17,495	.0	.012	3,888	21,797	.013	1
Clayton	21.4	.94	.017	8.	7,91	2 .6	4 .011	1		1,365		18,110	.7	2 .012	2,875	17,205	.013	
Clinton (Clinton)			1								68							
Crawford				1							23 40							1
Davis,	9.4	4 .4	1 .007	2.	9 2,91	4 .2	3 .004	727	120	351	12	4 8,543	.2	8 .004	2,253	7,81	.005	
Decatur										100								
Delaware					-								1	1				1
Des Moines (Burlington) Dickinson																		
Dubuque (Dubuque)	58.	7 2.5	8 .04	6 15.	8 35,60	6 2.8	7 .05	7,824	7,849	2,574	78	8 73,54	2.9	2 .05	4,658	15,16	.049	1
Emmet	. 11.									1,391		11,57			3,508			
Flavet (Observe Div.)									1									
Floyd (Charles City)									1									
Fremont	11,	8 .5	2 .00	3.	6 3,76	0 .3	0 .00	1,160	103	728	20	7,84	8 .3	.00	5 2,180	16,78	5 .006	3
Greene														1				
Grundy				-														
Guthrie																		
Hancock				-					1									
Hardin																		
Harrison			-	-		1												
Howard																		
Humboldt											17							
Ida								1				8,66						
Jackson											1							. 6
Jasper (Newton)	28.	_								1								-
Jefferson	. 13.	8 .6	1 .01	1 4.	4 8,43	3 .5	2 .00	1,57	63	3 806	24	11,46	2 .4	.00	8 2,60	8,78	3 .00	
Johnson (Iowa City)	. 31.	9 1.4	0 .02	5 9.	8 19,44	1.8	.02	8 4,57	2,92	1,833	78	36,38	7 1.4	.02	4 3,71	21,53	6 .02	5 1
Jones	. 17.										1							
Keekuk	15.							1		1	1							
Lee (Keokuk-Fort Madison)	. 39.	3 1.7	3 .03	1 11.	8 17,78	8 1.4	3 .02	6 4,700	2,18	1,196	72	6 41,68	0 1.6	.02	8 3,53	9,50	3 .02	
Linn (Cedar Rapids)	. 87.	2 3.8	3 .06	9 28.	0 59,09	6 4.7	6 .08	12,05	10,67	0 4,452	3,44	150,64	0 5.8	.10	1 5,38	23,37	7 .09	0 1
Louisa				1							1							-1
Lyen																		
Madison	12.	2 .5	.01	0 3.	8 5,22	25 .4	.00	8 1,43	32	5 650	20	9,10	7 .3	.00	6 2,39	12,99	4 .00	7
Mahaska (Oskalossa)	. 22.	2 .9	.01				1 .				44	23,20	5 .9	.01		17,53	5 .01	6
Marion	. 23.																	
Marshall (Marshalltown)								-						.02				
M Itchell										5 1,131								8
Monona	. 14.									1						5 18,15	5 .00	В
Monroe	. 11.	5 .5	.00		.3 4,18	.3	.00							.00	5 2,23	2 6,08		- 1
Montgomery	. 13.		.01							1				.00				
Muscatine (Muscatine)	. 29.	0 1.2	.02	3 9,	.31 15,84	101 1.2	28' .02	3 4,37	,	• 1,677	4	18 <sup>1</sup> 31,70		these fi	1 3,40			

\*Withheld to avoid disclosure,

# What's

# WHOgh

# 1 LARGEST PRIMARY COVERAGE

WHO is only 1-A Clear Channel station in Iowa. With 50,000 watts, gives you larger daytime and/or night-time primary coverage than any other station

in Iowa. Daytime listening area includes nearly all Iowa, southern Minnesota, northern Missouri and western Illinois with population of 3½ million.

## 2 GREATEST SECONDARY COVERAGE

WHO is only station in North America operating on 1040 kc. Its sky-wave signal goes on and on, bringing

in mail during winter months from 30 to 44 states regularly—from more than 50% of all U. S. counties.

## 3 BEST PROGRAM SERVICE

WHO is only NBC station in Iowa—has 22 of the 30 most popular network and local shows in the State. Big-time staff of producers, announcers, writers.

Tops in News-60.8% to 67.9% of Iowa radio families usually listen to principal WHO news broadcasts vs. 6.4% to 9.7% for Station B.

## 4 GREATEST POPULARITY

WHO is listened to more often, more hours, by more Iowa radio families than all other radio stations combined. "Listened-to-most" during daytime by 55.6% of Iowa radio families vs. 27% to all other Iowa stations; after 6:00 P.M., 57.7% to WHO vs. 15.8%

to all other Iowa stations, according to 1944 Iowa Radio Audience Survey. (1941-42-43 Surveys prove that "listened-to-most" station has six hours of Iowa listener's attention for every hour to any "heard regularly" station. Write for free copy.

# 5 GREATEST DEALER INFLUENCE

Radio is considered the best state-wide advertising medium in Iowa to help sell goods

—by 68.3% of Iowa grocers, vs. 30.5% for newspapers—by 87.4% of Iowa druggists, vs. 7.8% for newspapers WHO is considered most effective radio station in

State—
—by 54.7% of Iowa grocers, vs. 10.1% for Station B
—by 61.9% of Iowa druggists, vs. 1.5% for Station B
(According to polls by Iowa Retail Grocers &
Meat Dealers Assn. and Iowa Pharmaceutical Assn.)

### 6 HIGHEST RATINGS

WHO has greatest "share of audience" in Des Moines during daytime hours, 8:00 A.M. to 6:00 P.M. Monday through Friday, and evenings, 6:00 P.M. to 10:00 P.M. Sunday through Saturday.

"Share of audience" ratings in "outside" zone— Ottumwa, Oskaloosa, Newton, Mason City, Fort Dodge, Boone, Ames, and Marshalltown, located 30 to 115 miles from Des Moines—during winter, 1944, are:

8:00 A.M. to 6:00 P.M., Mon. through Fri., 60% 6:00 P.M. to 10:00 P.M., Sun. through Sat., 66.9% Write for free copy of complete report on "City Zone vs. Outside Zone Comparison".

You need WHO for adequate coverage of Iowa regardless of what network (except NBC) or local programs you may be using. WHO is one of the "lowest cost per listener" buys in the country, dominating one of the largest sales territories. There's no other station like it. Ask us or Free & Peters for availabilities.

### WHO for IOWA Plus!

Des Moines . . . 50,000 Watts
B. J. Palmer, President . . . J. O. Maland, Manager
FREE & PETERS, INC. . . . National Representatives

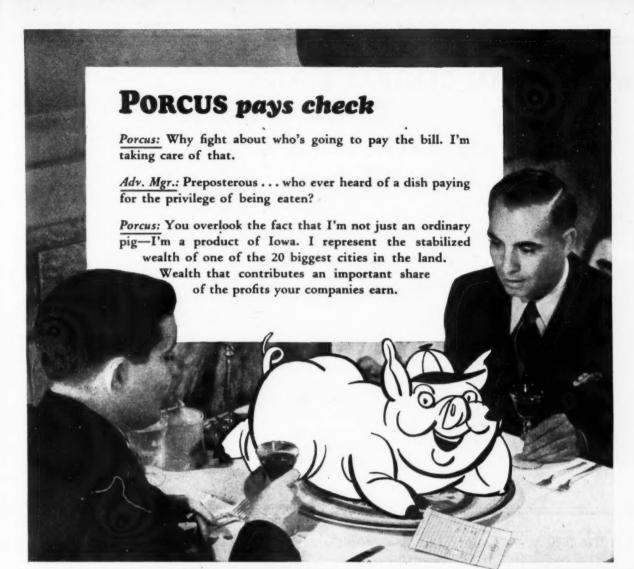
	1	OPA (POPUL 2-15-	ATION				RETA SZ	EST	5—1944 MATE					BUYING			ADV	ES- ERTIS NG TROL
COUNTY	Total	% of	% of	Families	Dollars	% of	% of			E GROUP s of dollar		Dollars	% of	%	Per	Gross Farm Dollars	% of U.S.A.	Qua
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	State	U.S.A.	fam- ity	(in thou- sands)	Po- ten- tial	Mar- ket Inde
)'Brien	16.0	.70	.013	4.6	9,891	.80	.014	2,008	855	1,924	232	16.047	.64	.011	3,489	22,377	.012	9
Deceola	9.3	.41	.007	2.5	4,515	.38		1.021	325	936	108	7.794	.31	.005	3,118	14,524	.006	
Page (Shenandoah)	22.1	.97	.017	6.4	15,991	1,29		2,683	1,727	1,729	541	21,559	.86	.015		14,904	.018	10
ale Alto	14.1	.62	.011	3.8	6,901	.56		1,506	376	1,378	201	11,045	.44			18,726	.009	
lymouth	20.2	.89	.016	5.5	8,984	.73		1,887	650	1,755	278	14,619	.58				.012	
ocahentas	13.8	.61	.011	3.8	6,357	.51	.009	1,298	154	1,469	278	11,556	.46	.008	3,041	20,506	.011	10
Polk (Des Moines) Pottawattamie (Council	188.6	8.28	.148	58,8	130,786		.190	29,065	26,516	7,340	7,730	340,356	13.51	.229	5,788	18,426	.201	13
Bluffs)	59.4	2,61	.047	17.7	26,569	2.14	.039	8,118	3,027	2,288	1,390	72,367	2.87	.049	4,089	35,181	.046	9
oweshiek	16.7	.73	.013	5.2	8,305	.67	.012	2,233	547	1,469	294	16,672	.66	.011	3,206	17,725	.012	8
linggold	9.0	.40	.007	2.8		.22	.004	675	120	416	108	5,721	.23	.004	2,043	8,513	.005	
lac	15.4	.88	.012	4.5	7,671	.62	.011	1,419	222	1,872	232	13,567	.54	.009	3,015	21,576	.010	8
cott (Davenport)	84.9	3.73	.067	26.2	56,063	4.52	.082	13,600	11,266	3,290	2,045	136,048	5:40	.092	5,193	15,855	.084	12
helby	14.4	.63	.011	3.9	6,644	.54	.010	1,264	205	1,144	216	12,692	.50	.009	3,254	16,675	.010	1
ioux	24.3	1.07	.019	6.4	9,271	.75	.013	1,800	530	2,197	309	15,463	.61	.010	2,416	32,060	.013	
itory (Ames)	31.7	1.39	.025	9.5	20,053	1.62	.029	4,968	1,967	3,133	618	34,435	1.37	. 023	3,625	22,207	. 025	1(
'ama	19.1	.84	.015	5.7	8,637	.70	.013	1,904	274	1,638	263	14,369	.57	.010	2,521	24,057	.012	
aylor	11.9	.52	.009	3.7	3,715	.30	.005	1,021	154	663	185	8,200	.33	.006	2,216	9,693	.006	
Inlon	13.6	.60	.011	4.3	7,399	.60	.011	1,610	770	676	324	12,744	.51	.009	2,964	7,742	.010	1
an Buren	10.6	.47	.008	3.5	3,050	. 25	.004	866	88	481	62	7.533	.30	.005	2,152	6,762	.005	
Vapelle (Ottumwa)	42.6	1.87	. 033	13.4	21,351	1.72	.031	5,868	2,668	1,573	989	51,485	2.04	.035	3,842	9,653	. 033	10
Warren	15.3	.67	.012	4.7	5,512	.44	.008	1,489	239	754	154	10.545	.42	.007	2,244	12,023	.008	
Vashington	17.1	.75	.013	5.3	9,649	.78		1,696	1.077	1,430	324	14.713	.58				.012	1
Vayne	11.1	.49	.009	3.6	3,669	.30		1,073	222	507	154	8,169	.32				.006	
Vebster (Fort Dodge)	35.7	1.57	.028	10.5		2.12		5,210		2,899	742	48,536		1			.034	1
Vinnebago	11.9	.52	.009	3.2		. 56		1,333	325	1,352	201	9,628	.38			1		
Vinneshiek	18.9	.83	.015	5.3	8,335	.67	.012	1,731	718	1,313	216	13,525	.54	.009	2,552	14,974	.011	1
Voodbury (Sloux City)	89.7	3.94	.071	26.4	69,072	5.57	.100	15,650	14,850	5,390	4,427	181,310	7.20	.122	6,868	30,409	.105	14
Vorth	10.2	.45	.008	2.9	3,775	.30		900		728	124	7,179	.28	.005	2,476	12,054	.008	1
Wright	17.0	.75		5.0	8,592	. 69		2,112	274	1,755	340	16,349	.65			1	.012	1

For lowa City figures, see page 140.

NEBRASKA — County Da	N	EB	RAS	KA	- County	Data
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Adams (Hastings)	26.8	2.28	.021	7.4	13,208	2.07	.019	3,497	2,355	858	580	23,939	1.81	.016	3,235	5,198	.018	86
Antelope	10.8	.90	.008	3.0	4,208	. 66	.006	985	568	356	180	8,119	.61	.005	2,706	11,194	.006	75
Arthur	.8	.07	.001	.2	128	.02		60		*		598	.05 .		2,990	1,869		
Banner	1.2	.10	.001	.3	80	.01		40			•	899	. 07	. 001	2,996	2,034	.001	100
Blaine	1.2	.10	.001	.3	352	.06	.001	80		•		734	.06		2,447	1,509	.001	100
Boone	10.3	.88	.008	2.8	3,904	.61	.006	1,126	264	528	180	8,039	.61	.006	2,871	4,565	.006	75
Box Butte	12.1	1.03	.010	3.6	7,120	1.12	.010	1,970	1,198	818	360	12,763	.97	.009	3,545	3,903	.010	100
Boyd	5.1	.43	.004	1.4	2,128	.33	.003	462	20	356	60	4,168	.32	.003	2,977	3,125	.003	75
Brown	4.9	.42	.004	1.4	2,560	.40	.004	663	305	330	120	4,486	.34	.003	3,204	3,475	.004	100
Buffalo (Kearney)	23.1	1.96	.018	7.0	11,872	1.86	.017	2,653	1,705	1,360	600	19,314	1.46	.013	2,759	9,831	.015	83
Burt	10.8	.92	.008	3.2	4,864	.76	.007	1,327	264	845	220	8,952	. 68	.006	2,798	14,766	.007	88
Butler	10.9	.93	.009	3.2	3,232	.51	.005	1,045	345	343	100	7,404	.56	.005	2,314	5,558	.006	67
2ass	15.0	1.28	.012	4.7	4,656	.73	.007	1,668	142	680	240	10,501	.79	.007	2,234	9,831	.008	67
Cedar	13.3	1.13	.010	3.6	4,832	.78	.007	1,367	102	911	200	8,933	.68	.006	2,481	13,481	.007	70
Chase	4.5	.38	.004	1.3	2,864	.45	.004	623	203	396	160	5,280	.40	.004	4,062	5,519	.004	100
Cherry	6.7	. 57	.005	1.8	4,032	.63	.006	905	122	728	200	7,033	.53	.005	3,907	15,253	.005	100
Cheyenne	9.7	.82	.008	2.7	5,568	.87	.008	1,387	650	779	260	10,798	.82	.007	3,999	8,021	.008	100
day	9.9	.84	.008	3.2	2,608	.41	.004	683	61	317	120	6,948	.53	.005	2,171	4,925	.005	63
Colfax	9.3	.79	.007	2.9	4,448	.70	.006	1,065	325	686	140	9,290	.70	.006	3,203	5,714	.006	86
Cuming	11.6	.99	.009	3.2	5,504	.86	.008	1,085	812	634	220	11,573	.88	.008	3,617	17,501	.008	88
Custer	17.5	1.49	.014	5.1	8,368	1.31	.012	3,055	670	911	460	17,587	1.33	.012	3,448	13,968	.012	86
Dakota	8.5	.72	.007	2.4	2,672	.42	.004	1,206		343	120	4,903	.37	.003	2,043	8,322	.004	57

An index to all county and city data, by states and sections, appears on page 4; one to advertisers, on page 342.







# Metropolitan Iowa-

THE DES MOINES REGISTER AND TRIBUNE

A STATE-WIDE URBAN MARKET RANKING AMONG AMERICA'S FIRST 20 CITIES

# Sales Management

## WEST NORTH CENTRAL STATES

#### Nebraska

(See also Minnesota, North Dakota, South Dakota, Kansas, Missouri,



Cities shown are those having retail sales of \$20,000,000 or more in 1942.

Counties shaded are those having retail sales of \$50,000,000 or more in 1942.

CITY POPULATIONS
(1940 CENSUS)

UNDER 50,000

● 50,000 TO 100,000

• 100,000 OR OVER

SCALE OF MILES

Fragorad by CHARTMARTES - New York

### NEBRASKA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		OPA ( POPUL 2-15-	ATION					L SALES						BUYING			SAL ADVE IN CONT	RTI
COUNTY	Total	% of	% of	Families	Dellars	% of	% of			E GROUI		Dollars	%	% of	Per	Gress Farm Dollars	%	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)		u.s.a.	Food	General Mdse.	Lum Bldg Hdwr e	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U. A. Po- ten- tial	Mar- ket Inde
Dawes	9.8	.83	.008	2.9	5,728	.90	.008	1,663	385	607	280	11,156	.84	.008	3,847	4,994	.008	100
Dawson	16.0	1.36	.013	4.7	10,640	1.67	.015	2,573	1,058	1,346	580	17,011	1.29	.011	3,619	24,442	.013	100
Deuel	3.2	.27	.003	.9	1,920	.30	.003	322		396	120	2,613	.20	.002	2,901	5,033	.003	10
Dixon	9.0	.77	.007	2.6	3,024	.47	.004	824	81	620	120	6,868	.52	.005	2,642	10,522	.005	7
Dodge (Fremont)	23.2	1.97	.018	7.2	14,288	2.24	.021	3,477	1,502	1,399	620	23,860	1.81	.016	3,314	10,581	.018	10
Douglas (Omaha)	243.1	20.67	.191	72.8	183,311	28.71	.266	51,035	31,250	7,439	9,370	449,853	34.05	.303	6,179	16,051	.270	
Dundy	4.2	.36	.003	1.2	1,808	.28	.003	362		224		3,057	.23	.002	2,548	4,186	.003	10
Fillmore	9.9	.84	.008	3.1	3,312	.52	.005	1,085	284	523	280	7,384	.56	.005	2,382	6,629	.006	7
Franklin	6.3	.54	.005	2.0	2,304	.36	.003	884		238	120	6,670	.50	.005	3,335	3,631	.004	
Frontier	5.1	.43	.004	1.5	1,744	.27	.003	442	102	224	80	4,268	.32	.003	2,845	3,864	.003	
Furnas	8.0	.68	.006	2.6	3,872	.81	.006	-1,226	61	370	260	8,516	.64	.006	3,275	4,614	.006	
Gage (Beatrice)	24.9	2.12	.020	7.2	12,400	1.94	.018	3,940	1,644	1,016	840	25,130	1.90	.017	3,490	13,803	.018	
Garden	3.7	.31	.003	1.1	1,296	.20	.002	523	•	119	60	3,533	.27	.002	3,212	7,154	.002	6
Garfield	2.8	.24	.002	.8	1,216	.19	.002	342		132		2,104	.16	.001	2,630	1,976	.002	
Gosper	2.7	.23	. 002	.8	800	.13	.001	181		106		2,330	.18	.002	2,875	1,856	.002	
Grant	1.1	.06	.001	.2	912	.14	.001	802		317		886	.07	.001	2,885	4,195	.001	
Greeley	5.3	.48	.004	1.3	1,824	.25	.003	462		251	140	4,288	.32	.003	3,283	3,046	.003	
Hall (Grand Island)	28.6	2.43	.022	8.8	17,408	2.73	.025	4,523	5,816	1,412	760	29,299	2.22	.020	3,329	7,855	.022	10
Hamilton	8.3	.71	.007	2.6	2,782			1,025	284	264	140	5,995	.45	.004	2,306	6,074	.005	
Harlan	5.7			1.7	1,920			643	162	238	80	3,178	.24	.002	1,868	3,047		
Hayes	2.4				288			20				1,314	.10	.001	2,190	2,784		1
Hitchcock	5.3	.45					1	563	61		120				2,660			1 -
Holt	13.4	1.14	.011	3.7	5,568	.87	.008	1,427	426	858	221	9,488	.72	.008	2,553	10,795	.008	7

\*Withheld to avoid disclosure.



# You Get 3 Rich Layers in Every Slice!

'Tis indeed a dish fit for a king, and other men of epicurean tastes, such as sales managers and account executives.

To put it another way . . . there's plenty of "dough" in this cake, because The Omaha World-Herald serves up 98% coverage daily, of the Omaha Metropolitan Area.

You'll also like the rich flavor of our 77%

daily coverage of the Omaha Retail Trading Area. And for coverage of all of Nebraska and Southwestern Iowa—you can't beat the 50% mark of this one great newspaper. (Only seven papers in the whole country equal The Omaha World-Herald in statewide coverage.)

We're not bragging—but really, you ought to try a slice of our 3-layer cake, today.



One of the Nation's Great Newspapers
ONNERS AND OPERATORS OF RADIO STATION KOWN

National Representatives, O'Mara & Ormsbee, Inc. New York, Chicago, Detroit, Los Angeles, San Francisco

NET PAID CIRCULATION MARCH, 1945, AVERAGE: DAILY, 205,009; SUNDAY, 206,541

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	P	OPA (POPULA 2-15-	ATION					EST							TIMAT		ADVE IN CONT	IG
COUNTY	Total (in	% af	% of	Families (in	Dollars (in	% of	% of			E GROUI		Dollars	% of	% of	Per fam-	Gross Farm Dollars	% of	Quality
	thou- sands)	State	U.S.A.	thou- sands)	thousands)	State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	State	U.S.A.	ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket inde
looker	1.2	.10		.4	1,312		.002	101		185		1,442	.11	.001	3,605	681	.001	10
loward	7.0	. 60	.005	2.8	2,128			744		304	. 60	4,506	.34	.003	2,146	4,653	.003	
offerson	13.0	1.11	.010	4.0				1,990		541	380	13,955	1.06	.009	3,489	7,817	.010	10
hneon	7.1	.60	.006	2.2				663			160	5,419	.41	.004	2,463	5,762	.004	
narney	8.0	.51	.005	1.8	1,872	.29	.003	945	162	211	120	4,446	.34	.003	2,470	4,234	.003	1
oith	6.1	.52	.005	1.7	5,536	.87	.008	1,148		581	200	5,032	.38	.003	2,960	8,439	.005	11
eya Paha	2.3	.20	.002	.6	416	. 07	.001	161				1,453	.11	.001	2,422	2,988	.001	
Imball	3.6	.31	.003	1.0	2,064	.32	.003	523		251	120	3,315	.25	.002		3,193	.002	
nex	14.0	1.19	.011	4.0	4,624	.72	.007	1,447	61	673	240	8,377	.63	.006		10,445	.007	
ncaster (Linceln)	92.8	1.87	.073	29.0	58,250	9.12	. 085	13,750	14,588	1,995	2,784	125,533	9.50	.085	4,294	12,119	.083	1
incoin (North Platte)	21.6	1.84		6.1		1		3,920		1	820		1.89	.017		14,260	.018	
gan	1.4	.12		- 4		1		241		92		1,270	.10			1,723	.001	1
oup	1.5	.13		.4					*******		•	717	. 05		1,792	1,450	*****	****
cPhersonadjson (Norfolk)	1.0 21.5	1.83		6.2		1		3,116	2 212	1 241	460	618 19,949	1.51		2,060 3,218	1,402 7,495	.016	
										1,241	400							
lerrick	8.2	.70		1				1,045			180	7,225				7,145		1
lorrill	7.8	.66						1,226			240	6,213				7,407	.005	1
anco	6.1	.52							1		100	4,764	.36		1	3,786		1
emaha	9.4	.80		1				1,568			400	9,806	.74			9,529	.007	
uckella	8.5	.72	.007	2.0	3,406	.40	. 005	1,307	284	343	240	7,225	.55	. 005	2,779	5,655	. 005	
toeawnee	15.5 6.5			1					1							11,418 5,840		
erkins	4.4								1	1			1					1
helps	7.3					1		1,307	1	290						4,994		
lerce,	8.4								1									1
latte (Columbus)	17.1	1.45	.013	4.1	8,800	1.3	8 .013	2,472	1,137	726	440	15,026	1.14	.010	3,339	7,466	.012	
olk	7.1	.60	.006	2.	2,224	.3	5 .003	603	81	330	180			. 003	1	5,178	.004	1
led Willow (McCook)	11.0	.94	. 009	3.3	7,920	1.2	4 .011	2,030	0 4	449	360	15,344	1.16	.010	4,650	3,017	.010	1
lichardson	15.8	1.34	.012	4.	8,320	1.3	.012	2,291	1,218	752	520	14,213	1.07	.010	3,024	12,235	.011	1
leck	3.1	.26	.002	.1	1,456	.2	. 002	261	1	277		2,878	.23	.002	3,598	3,478	.002	2 1
aline			1					1										
arpy	11.4									290								
aunders								1	-	1	1							
cotts Bluff (Scottsbluff)	32.1						1		1	1	1							
																-		
iheridan	8.7																	
Sherman	5.9				8 1,800 8 464						1				1	1		
Stoates	3.0 5.8					-			1	79		1.531			1,914			
tanton										488	1	1	1	1	1,982 5 2,549	1		
					4 52							1.03						
homashureton								1		554	16					1		
alloy								1	-						3 2,354			
Vashington		1							-	620	1				5 2,52			-
Vayne,	1	1									1				5 2,978			
Vebster	6.5	.5	5 .00	5 2.	0 2,83	2 .4	4 .004	90	5 18	3 251	12	5,65	7 .4	3 .00	4 2,829	3,36	8 .00	4
Vhoeler				1	4 27	-		10	-		1	65	1	-	1,63			
ork	12.8	1											_		9 3,29			0
		-		4 346.		_					-		-	-	-		-	-

For Nebraska City figures, see page 142.

K	A	N	C	A	6	 County	Data
P	A	1.0		A		1.miiniv	# PS# # 5#

RANSAS —	Cou	nty	Data															
Allen	15.8	.94	.012	5,1	8,780	.88	.013	2,132	918	561	263)	15,017	.75	.010	2,945	6,164	.011	92
Anderson	9.4	.56	.007	3.0	4,440	.44	.006	911	230	418	188	8,209	.41	.006	2,736	5,890	.006	86
Atchison (Atchison)	18.5	1.10	.015	5.6	10,700	1.07	.016	3,064	1,056	653	526	18,283	.91	.012	3,265	7,426	.014	93
Barber	7.0	.42	.005	2.1	5,340	.53	.008	1,346	206	653	244	7,837	.39	.005	3,732	11,820	.006	120
Barton (Great Bend)	24.0	1,43	.019	7.2	16,840	1.68	.024	4,099	2,272	1,357	733	27,789	1.39	.019	3,860	7,182	.021	111
Bourbon (Fort Scott)	16.9	1.01	.013	5.5	10,300	1.03	.015	2,608	941	692	432	17,922	.90	.012	3,259	6,642	.013	100
Brown	13.3	.79	.010	4.2	7,940	.79	.012	1,863	1,216	574	357	15,028	.76	.010	3,578	12,817	.011	110
Butler (El Dorade)	28.6	1.70	.022	8.9	17,520	1.75	025	4,844	1,469	1,266	414	30,591	1.53	.021	3,437	16,499	. 022	100
Chase	4.8	.29	.004	1.5	2,180	.22	.003	600		248	94	4,532	.23	.003	3,021	7,110	.003	75
Chautauqua	6.5	.39	,005	2.0	3,820	.38	.006	788	184	157	188	5,377	.26	.004	2,689	4,801	.005	100

\*Withheld to avoid disclosure.



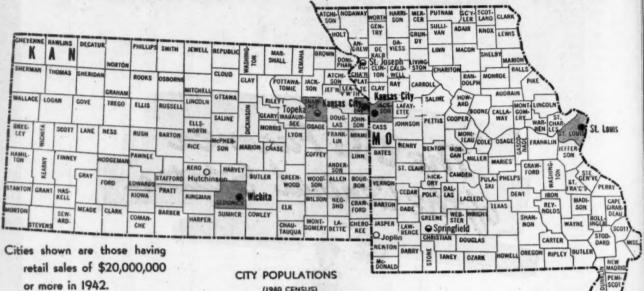
Represented by PAUL H. RAYMER CO.

Sales Management

### WEST NORTH CENTRAL STATES

Kansas - Missouri

(See also Minnesota, North Dakota, South Dakota, Iowa, Nebraska)



Counties shaded are those having retail sales of \$50,000,000 or more in 1942.

(1940 CENSUS)

- O UNDER 50,000
- 50,000 TO 100,000
- 100,000 OR OVER

KANSAS — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT,

		OPA (POPUL 2-15-	ATION				S/	EST	S—1944 IMATE					BUYING ES			SALE ADVE IN CONT	RTIS-
COUNTY	Total	%	%	Families	Dollars	% of	% of			E GROUI s of dollar		Dollars	%	%	Per	Gross Farm Dollars	% of	Quality
	(in thou- sands)	State	U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum,- Bidg,- Hdwre.	Drug	thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Pe- ten- tial	of Mar- ket Index
Cherokee	25.2	1.50	.020	7.9	9,700	.97	.014	3,457	482	470	451	17,180	.85	.012	2,175	6,510	.014	70
Cheyenne	4.9	. 29	.004	1.3	2,840	.28	.004	476	184	222	132	5,099	.25	.002	3,922	5,188	.003	71
Clark	3.3	.20	.003	1.0	2,360	.24	.003	455	92	222	132	3,811	.19	.003	3,811	5,239	.003	100
Clay	11.4	.68	.009	3.7	7,460	.75	.011	1,801	643	848	263	12,566	.63	.008	3,396	9,836	.009	100
Cloud	14.6	.87	.011	4.5	9,320	.93	.014	2,111	1,377	796	395	16,830	.84	.011	3,740	8,646	.012	108
Coffey	10.2	.61	.008	3.3	5,220	. 52	.008	1,635	252	392	132	9,136	.46	.006	2,768	8,585	.007	
Comanche,	3.7	.22	.003	1.1	2,500			580	184	313	113	3,439	.17	. 002	3,127	5,300		
Winfield)	33.9	2.02	.027	10.6			.032	5,568	3,649	1,266	771	40,201	2.01	.027	3,793	13,030	.029	107
Crawford (Pittsburg)	38.3	2.28	.030	12.7	22,860	2.28	.033	6,583	2,869	1,383	978	44,383	2.22	.030	3,495	6,968	.031	100
Decatur	6.1	.36	.005	1.8	2,500	.25	.004	621	252	235	94	5,747	.29	.004	3,193	3,113	.004	8
Dickinson				6.5			.017	3,272	1,102	1,135	414	21,146	1.06	.014	3,253	13,905		
Doniphan				3.2				1,078		444	132	. ,	.36	.005	2,414	10,467	.006	
Douglas (Lawrence)		1.60		9.2				4,057	2,111	928	771	41,767	2.09	.028			.026	
Edwards	5.3				2,780			849	229	248	150	5,912	.30	.004	3,478			
Elk	6.1	.36	.005	2.0	2,680	.27	.004	704	138	196	113	4,820	.24	.003	2,410	5,361	.004	8
Ellis	16.0	.95	.013	3.9	8,900	.89	.013	2,194	1,308	613	301	15,203	.76	.010	3,898	3,113	.012	
Ellsworth		1		2.4	,			1,428			263		.40					
Finney (Garden City)				3.2	.,			1,697	1	587	226							11
Ford (Dodge City)								2,815			506							11
Franklin (Ottawa)							1	2,815			489	,			3,751			1
Genry								1,987			244				3,751			
Gave								331		170	38				2,781			
Graham	4.4	.26	.003	1.2	1,520	.15	.002	393			94	3,265	.16	.002	2,721	1,923	.002	4

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

M

# Here are cold, hard, usable FACTS about the WIBW Market

If you have any kind of a selling job to do in the area shown below, these are mighty important facts to you. Shorn of all ballyhoo and half-truths, they give you the basic details that have pointed the way to hundreds of outstandingly successful campaigns during the past two decades.

## What is WIBW's coverage?

It includes Kansas and important population areas in adjoining states. We're not showing a mail map because you'd say that no 5,000 watt station could produce such consistent, widespread results

WIBW does, though! The reason is a happy combination of a honey of a frequency (580 kc) and one of America's highest rating soil conductivities. Engineers tell us it lays down a signal equal to a million watts at the other end of the dial.

## What is WIBW's program structure?

exclu-MENT,

RTIS-IG TROLS

Quality of Market Index

70

75 100 100

109

100

107

103

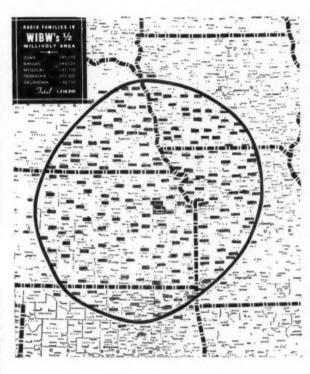
124

100

111 114 107

ENT

From daybreak until midnight, our programs are geared to the entertainment and service demands of farm and small town listeners. (Determined by continuing personal surveys by Dr. F. L. Whan of the University of Wichita. Published annually under the title of "The Kansas Radio Audience").



To do a 100% job in this area, WIBW is a must!

## How many listeners does WIBW have?

For convenience, figure slightly over FIVE MILLION people for whom WIBW is the "Easiest heard" and "Most listened to" station. (Source: Kansas Radio Audience, 1944.)

### Do they buy?

With their large, active, hungry families, they're tremendous buyers, even in normal years. Today, their income is swollen by extrahigh prices for the second largest crop year on record. Yes, WIBW listeners are both ready and able to buy.

## How do you know they listen to WIBW?

Exclusive of statewide personal surveys previously mentioned, we have some figures on mail response we'd like to show you. They give WIBW an audience as solid as the Democratic vote in Alabama. Ask about them.

MORE FACTS: At your service is WIBW's talent staff . . . large enough to do credit to a super-power station.

Our entertainers, announcers and musicians are personalities—known to our listeners by their first names.

WIBW is the CBS outlet for the area shown above. This means top-flight programs and established prestige.

Long experience enables us to give you valuable suggestions on how to merchandise this territory for maximum results . . . as we've proved to advertiser after advertiser.

Finally, WIBW has a long-established reputation that we intend to maintain—that of producing consistent, low cost results. Let us prove this to your satisfaction . . . through the sale of *your* product.



NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

	F	OPA (POPUL) 2-15-	ATON				SA	L SALES	5-1944 IMATE	٠					INCO		ADVEI INC	RTIS
COUNTY	Total	% of	%	Families	Dollars	%	%			E GROUI		Dellars	%	%	Per	Gross Farm Dellars	% of	Qual
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of State	of U.S.A.	Food	General Mdse.	Lum,- Bidg,- Hdwre.	Drug	(in thousands)	State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten-	of Mar- ket Inde
GrantGray	2.0 4.7	.12	.002	1.3		.08	.001	207 455		. 91 222	75	2,029 3,399	.10	.001	4,058 2,615	1,139 2,299	.001	
Greeley	1.5	.09	.001	.4	480	. 05	.001	124		78		968	06	.001	2,420	1,180	804	11
Greenwood	13.0	.77	.010			.78		1,987	390	613	263	13,369	. 67	.009	3,342	9,663	.001	1
Hamilton	2.5	.15	.002	.7	1,500	.15		373		131		1,915	.10	.001	2,738	1,353	.002	1
larper	9.6	. 57	.008	3.0	6,320	.63	.009	1,739	528	405	320	11,186	. 56	.008		13,712	.008	
Harvey (Newton)	20.0	1.19	.016	5.9	12,580	1.26	.018	3,208	1,698	848	282	22,135	1.11	.015	3,752	12,359	.016	1
Haskell	2.0	.12	. 002	.6	740	. 07	.001	207		78	75	1,380	.07	.001	2,300	1,709	.001	
Hodgeman		.17				.08		166		104		2,132	.11	.001	2,665	1,790	.001	
Jackson	10.5	. 63		3.4				1,346	367	378	132		.42	.006		7,670	.006	
Jefferson	10.2	.61	.008	3.2				994	69	365	150		.33	.004	2,060	7,914	.005	
Jewell	9.3	.55	.007	3.0	3,380	.34	. 005	1,014	230	378	150	6,747	.34	.005	2,249	7,965	.005	
Johnson	40.2	2.40	.032	12.7	11,880	1.19	.017	3,333	184	1,070	414	26,739	1.34	010	2,105	10,986	001	
Kearny					780			188	104	117	414	1,617	.08		2,105	1,648	.021	
Kingman				1			1	1,346	207	686	188		.47	.006		12,654	.007	
Kiowa	4.2			1				352	138	144	113		.15	0.000		4,618	.007	
Labette (Parsons)	30.7			1				3,953			620					8,453	.021	
Lone	9.0		000		1 000		000	000		44-		0.455			9 04=	9 000		
Leavenworth (Leavenworth).	2.6			1				290		117	-	2,112				3,265	.001	
Lincoln	35.7 6.3		.005					3,809 518	2,180	374 300	752 75		1.47			8,056 6,449	.022	
Linn	9.7			1			1	973	161	248		-,						
Logan	3.7	1						455		1	169					6,510 1,617	.005	
																	-	
Lyon (Emporia)		1		1		1		3,912			714					13,549	.021	
McPherson (McPherson)	22.9							3,229		1	639		1.29	1		16,611	.018	1
Marion		1				1	1	1,676		900	226		.75			15,807	.011	
Marshall	5.0		0.00	1				842			432 132					13,376 4,354	.012	1
	1			1	2,000	. 41	.004	042	200	201	134	5,255	.20	.004	3,136	4,334	.004	1
Miaml	16.6	.90	.013	5.0	7,440	.74	.011	2,008	665	405	301	11,938	.60	.008	2,388	8,341	.010	
Mitchell	9.6	.57	.008	2.1	6,160	.63	.009	1,594	551	470	263	10,887	.54	.007	3,754	4,852	.008	1
Montgomery (Coffeville-																		
Independence)											1,090							1
Morris	8.8							1,159	1		113						.006	1
Morton	2.4	13	.002		1,040	.10	.002	352		117	75	2,153	.11	.002	3,076	1,139	.002	
Nemaha	13.7	.81	.011	3.9	5,620	.5	.008	1,532	505	496	30	11,598	.56	.008	2,974	12,603	.009	
Neosho (Chanute)				1				3,064			39		1		1	1		
Neas	8.4	.38	.00	1.1	2,240	.2	.003	580		209	113	4,717						
Norton	8.4	.50	.007	7 2.1	3,720	.3	.005	1,159	390	261	18	7,251	.36	. 005	2,900	2,889	.005	
Osage	11.8	.70	.00	3.9	5,080	.5	.007	1,511	229	509	169	8,364	.45	. 006	2,145	9,725	.007	
Osborne	7.4	.44	.00	2.3	3 3,920	.3	.006	1,159	344	313	18	6,798	2/	4 .005	2,956	5,452	.006	
Ottawa		1		1				932			13		1			1		
Pawnee		1									13			1				
Phillips						-					15	8,528 7,952						
Pottawatomie							1		1	1	24				3,102			
									-									
Pratt											30				4,606			
Rawlins									1	-					3,027			
Reno (Hutchinson)									1						1			
Republic								1,18	1		1				2,396 1 3,633			
									101	1	"	1,		1	1	1,000		
Riley (Manhattan)																		1
Rooks									1		1	-			-			1
Rusell			-						1	222						1		
Saline (Salina)											1	-			340			1
	1	1	1	1	]			0,20	0,00	1,214	35	1 40,00		.00	7,10	0,011		
Scott	. 3.0									183	1	3,48						1
Sedgwick (Wichita)				- 6				1										1
Seward							-											
Shawnee (Tepeka)			1							0 3,031 * 183		163,09			0 6,15			
	1				1,30	1 .	.002	20		100		2,89	.,	.00	2,00	3,54	1	1
Sherman									-		1	7,06		.00				
Smith	9.	-1		- 1										32 .00				
Stafford										8 60	0 23			12 .00				
Stanton					4 72				1		•	1,48		.00				
Stevens	. 2.	8 .1	7 .00	2	8 1,22	.1	2 .002	39	3	* 9	1	2,62	7 1	13 .00	3,28	1,66	gl .00%	6

"VIA RADIO NETWORK" . . . WITHOUT PAYING METROPOLITAN RATES-YOU CAN NOW BUY FOR THE FIRST TIME A SEVEN BILLION **DOLLAR RURAL** MARKET!

THREE-FOURTHS of all hogs, grain, cattle, and poultry produced each year in the United States is direct from the area served by MVN. "Mr. & Mrs. Farmer" have billions of dollars to invest, spend and speculate with . . . Mississippi Valley Network was established to blanket this area wherein our 79 affiliated stations reach ... 1,600,000 farm radio families (urban families within this coverage are not counted).

Our programs will command the largest rural audience because of the factual information the farmer will receive as well as the entertainment.

To merchandise and sell your products most effectively to the exclusive rural audience consider one of the special farm features of MVN . . . (don't wait too long to do it - time is being optioned now for Sept. 1 starting date).

### HIGHLIGHT PROGRAMS BEING MADE AVAILABLE FOR SPONSORSHIP ARE:

6:00 AM Miss. Valley Time (complete network)

9:30 AM Features for "Mrs. Farmer"

7:00 AM Agriculture and the News

12:15 PM News and the Farmer's Views

For cost estimates and further details contact any NCBS office

#### BLANKET COVERAGE OF THIS GREAT RICH AGRICULTURAL AREA

Illinois Indiana lowa Kansas

ENT

ROLS

Qual ity of

100

100 100

100

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75

71

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71 78

83 100

e 17.

ENT

Michigan Minnesota Missouri Montana

Nebraska North Dakota South Dakota Wisconsin

# Mississippi Valley Network NORTH CENTRAL BROADCASTING SYSTEM, INC. New York 8 East 41st St. Lexington 2-6892 BROADCASTING SYSTEM, INC. St. Paul, Minnesota First National Bank Bldg. Cedar 8579 Cedar 8579 System System, INC. Chicago, Illinois State 0361

### KANSAS — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		OPA POPUL 2-15-	CIVIL ATION 1944				SA	IL SALE	S—1944 IMATE					BUYING ES			ADVE	ES- ERTIS- NG TROLS
COUNTY	Total	%	%	Families		%	% of		UR STOR			Dollars	%	% of	Per	Gross Farm Dollars	%	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Sumner	21.2	1.26	.017	6.6	11,740	1.17	.017	3,272	964	1,083	470	20,703	1.04	.014	3,137	22,541	.016	94
Thomas	5.7	.34	.004	1.7	4,140	.41	.006	890	321	522	226	6,705	.34			4,008	2000	
rego	4.3	.26	.003	1.1	2,100	.21	.003	518	275	144	94	3,605	.18		10.6 0.11	2,207	.003	
Wabaunsee	7.2	.43	.006	2.2	2,820	.28	.004	724	46	326	94	5,212	. 26		2,369	8,738		1 100
Wallace	2.1	.13	.002	.6	760	.08	.001	228		52		2,215	.11	.001	3,692	1,902		50
Washington	12.6	.75	.009	3.9	4,840	.48	.007	1,014	252	600	188	11,814	.59	.008	2 000	12 005	000	89
Wichita	1.9	.11	.001	.5	1,180	.12		331		300	100					13,885		
Wilson	14.1	.84	.011	4.5	6,620	.66	.010		*******		000	1,844	.09	2.000	3,688	1,668		100
Woodson	6.3	.38	.005	2.0				1,755		496	282	11,629	. 58		-,	6,429		-
Wyandotte (Kansas City)	144.5	7,000		43,8	2,600 78,040	7.80	.004	869 22,000	184 7,552	274 3,150	94 2,925	4,099 196,114	9.80			3,764 4,219		
STATE TOTAL	1,678.4		1.318	515.0	1,000,493		1.453	248,022	114,369	67,413	40,762	2,000,210		1.348	3.884	745,788	1.374	104

\*Withheld to avoid disclosure.

For Kansas City figures, see page 142.

Alle a		OPA (OPUL) 2-15-	ATION	200			SA	SALES ESTI	—1944 MATE		103	EFFEC	TIVE !	D EST	INCO	ME E	ADVE IN CONT	RTI
COUNTY	Total	07.	QZ.	Families	Dellars	%	e/_			E GROUI		Dollars	0%	07.	Per	Gross Farm Dollars	% of	Qua
	(in	% of State	of U.S.A.	(in thou- sands)	(in thousands)	of State	of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre	Drug	(in thousands)	of State	of U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Ma ke Ind
dair (Kirksville)	16.4	.47	.013	5.3	7,769	.49	.011	2,150	1,502	774	314	14,998	.41	.010	2,830	5,608	.011	
ndrew	10.4	.30	.008	3.3	2,284	.14	.003	772	90	355	148	4,246	.12	.003	1,287	8,726	.004	
tchison	10.4	.30	.008	3.1	3,878	.24	.006	772	199	685	182	7,559	.21	.005	2,438	14,302	.006	
udrian (Mexico)	21.4	.61	.017	6.9	7,910	.49	.011	2,470	1,104	749	397	15,399	.42	.010	2,232	8,506	.012	
arry	19.4	.55	.015	5.5	4,780	.30	.007	1.075	471	368	314	9,122	.25	.006	1,659	5,531	.008	
	40.0	24	-		2 600	10	004	004	070	431	2.5	5,734	10	004	1,688	F 007	000	
arten	10.9	.31	.009	3.4	3,032	.19		924 1,344	272 434	381	215	9,644	.16			5,807 8,693	.005	8
atos	15.9	.45	.012	5.2	4,597	.29							.26	.006			.008	
onton	8.9	.25	.007	2.7	2,214	.14	.003	286	72	228	149	4,368	.12	1		4,694	.004	1
lollinger	9.6	.27	.008	2.5	1,227	.08		202		140		2,693	.07	.002		3,680	.003	8
loone (Columbia)	33.1	.94	. 028	10.7	17,061	1.07	.025	4,234	2,371	1,511	1,307	31,440	.86	.021	2,938	7,548	.023	
	00.0	0.07	002	24.5	42 770	0.74	.064	10,825	8,280	9 705	4,065	100,502	0.75	.068	4,102	9 054	000	
Suchanan (St. Joseph)	80.0	2.27	.063		43,778					2,705			2.75			8,054	.068	1
Butler (Poplar Bluff)	29.5	.84	.023	7.8	8,460	.53		2,150 806	1,158	559	413 132	16,453	.45			5,355	.014	
Caldwell	9.7	.28	.008	3.2	3,158	.20			235	432		6,331	.17	.004		5,994	.005	1
Callaway	20.8	.58		5.6	5,245			1,394	507	546	182 83	9,426	. 26			7,393	.009	
amden	6.3	.18	.005	1.8	1,156	.07	. 002	235	1	140	83	1,966	. 05	.001	1,092	2,292	.002	1
Page Cleandaus																		
Cape Girardeau	32.7	.93	.028	9.1	16,130	1.01	.023	3,562	2,317	1,308	909	32,277	.88	.022	3,547	7,360	.023	
(Cape Girardeau)							1				232		.27			11,228		1
Carroll	14.0	.40		4.4	4,582			1,327	507	597	232	9,861					.008	
Carter	4.4	.12		1.1	846	.05		302	440	13	201	1,629	.04		1,481	540	.002	1
A08	17.6	.50				1			416		381	11,339	.31				.009	
edar	9.3	. 26	.007	3.0	1,988	.12	.003	521	217	228	182	4,398	.12	.003	1,466	3,735	. 004	
M	12.0	20	011	4.3	2 025	24	.006	1,109	235	482	166	7,288	20	005	1,695	9,608	.007	
Chariton		. 39		3.2					162	114	99	4,029	.20			5,135		1
Christian		.31		2.9					91	305	83		.12	1		4,771	.004	1
Clark		.25								1,067	1,076		.80				.004	
Clay (No. Kansas City)	33.4	.95						1		445	182				1		.022	
Clinton	11.4	.32	.009	3.8	4,528	. 28	.007	1,193	4/1	440	182	8,2/4	.25	.006	2,441	8,859	.007	
Cole (Jefferson City)	31.4	.89	.025	8.0	15,468	.97	.022	3,898	2,534	991	1,076	25,173	. 69	.017	3,147	5,201	.020	,
	16.0	.45						1	543		348		.31		1	7,801	.009	
Cooper		.26				1			109		166		.13	1	1			
Crawford	8.9	.25									116					1	.004	
Dade	9.4	.27		1				1		152	83		1		1,058	1		4
Dallas	9.4	. 24	.00		1,410	1 .0	.002	200	101	101	0.	2,000	.00	.002	1,000	3,020	.000	
Daviess	10.2	. 29	.008	3.3	2,439	.11	.004	773	217	318	166	4,930	.13	.003	1,494	7,559	.004	1
De Kalb		.22		1				1	127	318	83		.12			6,897	.004	1
Dent								571	344	191	149	6,592	.18	. 004	2,354	3,372	.005	5
Douglas								1		1		3,551						1
Dunklin	39.6								1,484	1,334	679							3
Franklin	31.1	.88	.024	9.	10,700	2 .6	.016	2,302	652	864	381	21,253	.58	.014	2,335	9,200	.017	7
Gasconade		.31	.009	3.3	3,27	1 .2	.005	924	308	292	83	6,462	.18	.004	1,958	3,305	.005	5
Gentry								941	290	318	21	5,908	.16	. 004	1,738			5
Greene (Springfield)		1						11,481	8,733	3,600	3,09	97,640	2.67	.066	3,603	9,961	.066	6
Grundy				1				1,209			36	9,492	.26	.006	2,280	5,212	.007	7
Harrison	13.9	.36	.01	4.	4,39	9 .2	7 .006											
Henry		.5	.01	5.	6,51	4 .4	1 .009	1										
Hickory		.14	4 .00	1.	64	9 .0	4 .001	238	5	114	1	2,379	.0	7 .00	2 1,580	2,61		1
Holt		.27	7 .00	7 3.	2,86	2 .1			54						1,788	9,310		
Howard		.30	00.00	3.	3,04	6 .1	9 .004	974	181	267	34	5,734	.10	.00	4 1,738	8,24	.00	5
	1												1					
Howell							. 1			254	33		1					-
Iren	7.9	.2	2 .00	8 2.	0 1,73	4 .1	1 .000	3 28	5		1 .	3,453	.0	9 .00	2 1,72	1,52	.00	3
Jackson (Kansas City-																	1	
Independence)									117,50					-				
Jasper (Joplin-Carthage)	74.0	2.1	0 .05	8 23,	9 37,13	9 2.3			6,87	2,426						1		
Jefferson	. 27.2	.7	7 .02	1 8.	8,98	2 .5	.01	3,44	4 28	559	39	7 17,07	.4	7 .01	2 2,14	4,66	.01	4
Johnson							.00								7 1,65			
Knox	7.2									241		-						
Laciede	18.5	.5	2 .01	5 5.														- 1
Lafayette		.6					.01	1								1		
Lawrence		2 .6	.01	7 6.	4 5,24	5 .3	.00	8 1,37	8 38		1				7 1,67			
Lewis			.00	8 3.	3 2,63	.1	.00	4 79	9	1 22	9 13	2 5,34	3 .1	5 .00	4 1,61	9 5,60		
	12.4						.00	5 67	2 18	1 39		9 7,18	9 .2	.00	5 1,75	3 6,94	1 .00	in.

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

An index to all county and city data, by states and sections, appears on page 4; one to advertisers, on page 342.

# total 55 years on "The Voice of St. Louis"

... and they're going strong

TYPICAL of the brand of radio favored by Midwest listeners are five KMOX programs with a combined total of 55 years of broadcasting:

OZARK VARIETIES, starring the KMOX National Hillbilly Champions, now in its tenth year!

64 50

97 67

60

NT

FRANCE LAUX SPORTS GALLERY, featuring one of 'America's top sports authorities, just as popular after 16 years on KMOX!

THE BEN FELD SHOW, with Musical Director Ben Feld and the KMOX Orchestra, eight years of good listening!

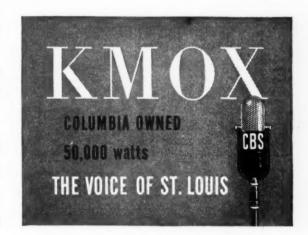
OLD-FASHIONED BARN DANCE, weekly full hour of familiar tunes and homespun humor, still packs 'em in after eight years!

JANE PORTER'S MAGIC KITCHEN, among the earliest established radio kitchens—for 13 years a housewife magnet.

That report card is a sharp picture of KMOX-dominance with Midwest listeners. Advertisers naturally show their preference by continuing sponsorship. *Ozark* 

Varieties has had the same advertiser for ten years...France Laux nine...The Ben Feld Show and Old-Fashioned Barn Dance each have chalked-up eight years, while Magic Kitchen has a renewal record that any program may well envy.

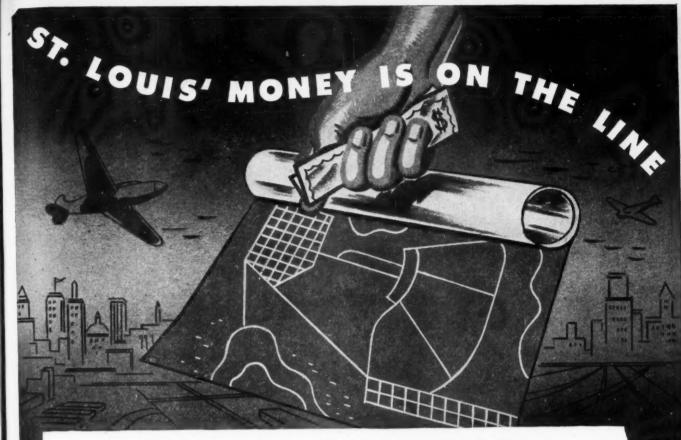
We have available a few programs built by KMOX that travel in the same company of listener and sales appeal. Whether you intend crossing our palm with a contract now or later doesn't matter. Seeing us or Radio Sales...today...is important!



REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS

	P	OPA ( OPUL/ 2-15-	ATION				SH	L SALES	—1944 MATE			EFFEC		UYING EST			ADVE IN CONT	ERTI
COUNTY	Total	0%	07	Families	Dollars	0/_	07_			E GROUP		Dollars	0%	0%	Per	Gross Farm Dollars	% of	Qua
	(in thou- sands)	% of State	of U.S.A.	(in thou- sands)	(in thousands)	of State	of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(ebnasuonts)	of State	of U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Ma ke
Inn	18.4	. 52	.014	8.0	6,641	.41	.010	1,714	778	508	513	13,901	.38	.009	2,317	8,308	.010	
Ivingston	14.4	.38	.011	3.8	6,176 2,975			1,411	1,231 235	584 89	· 166	11,468 5,115	.14	.008	2,606 1,346	7,030 3,096	.009	
Aacon	16.9	.48	.013	5.5				1,663	615	495	298	13,217	.36	.009	2,403	8,495	.010	
fadison	8.7	.25	.007	2.4	2,258	.14		571		-	132	4,626	.13	.003	1,928	1,578	.004	
flaries	6.0 27.0	.17	.005	1.6 8.6	550 13,085	.03		3,898	1,774	775	33 695	2,119 30,278	.06	.001	1,324 3,521	3,239 7,096	.002	
lercer	7.1	.20	.006	2.3	1,763			436	145	165	116	3,432	.09	.002		4,451	.003	
Ailler	12.4	.35	.010	3.5	3,271	. 20	.005	773	290	279		6,983	.19	.005	1,995	4,220	.006	
Alsaissippi	23.3	.66	.018	6.2	-,	.33		1,848	543	483	198	11,436	.31	.008	1,845	10,060	.010	
Aoniteau	10.1	. 29	.008	3.2		.19		605	91	292	132		.17	.004		4,231	.005	
Aonroe	10.8	.31	.008	3.6		.22		1,092	290	432	182		.18	.005		7,746	.006	
Agntgomery	10.7	. 30	.000	3.5	2,806	.18	.004	823	253	203	132	6,092	.17	.004	1,741	5,223	.005	
Vorgan	9.3	1.09	.007	2.7 9.7	2,637 7,431	.16	1	521 1,932	1.195	191 813	83 314		.15	.004		3,239 20,340	.005	
Newton (Joplin)	27.6	.78		8.2				1,764	344	508	248		.29			6,622	.011	
Vodaway	20.9	. 59		8.4					1,086		447		.42			16,406	.012	1
Oregon	10.1	.29	.008	2.7	2,002	.13	.003	420	91	165	99		.12	.003	1,589	3,217	.004	
Dange	10.6	.30	.008	2.7	1,522	.10	.002	369	54	178	50	3,367	.09	.002	1,247	3,834	.003	
Dzark	8.8	.25		2.3				50	145	1 9		2,738	.07	.002		2,722	.003	
Pemiscot	42.7	1.21							905		612		.57	.014		20,361	.018	1
Perry Pettis (Sedalia)	13.1 29.4	.37						621 3,259	1,846	406 873	132 612		.19				.006	
helps	21.0	.60	.016	6.4	5,400	.34	.008	1,411	434	610	348	12,022	.33	.008	1,878	3,415	.010	
Pike	15.8	.44		1							215				1	8,308	.008	1
Platte	12.2	, 35							54	1	149		.18					
Polk	14.4	.41		1					253		160		.20				.006	
Pulaski	12.4	.35	.010	3.7	2,383	,.18	.003	437	, 30	267	110	5,408	.15	.004	1,462	3,007	.003	
Putnam	9.4 8.1	.27			- ,	1			145		110		.10		1	1		
Ralis Randolph (Moberly)	20.6	.58									413							
Ray	15.0	.43						1										
Reynolds	8.7	.19								•		1,792						2
Ripley	10.0	. 28	.008	2.6	1,861	.13	.003	538		165	110	3,779	.10	.003	1,453	2,755	.004	1
St. Charles		.75		1					707	1	199					1		
St. Clair		.29						1	91	1	110							
St. François**St. Louis- University City-Webster	31.8	.90	.025	8.4	11,750	.73	.017	3,562	634	965	53	23,001	.63	.015	2,738	2,413	.018	
Groves-Clayton- Maplewood)	1,125,0	31.92	.884	344.	594,17	37.1	3 .863	160,905	130,492	20,328	30,24	1,601,908	43.76	1.079	4,647	12,517	.975	5
Ste. Genevieve				1						762	61:				1			
Schuyler		.15		1						1			1					
Scotland															1			3
Scott (Sikeston)	28.2	.80	.022	7.	8,33	4 .5	2 .012	2,520	851	953	53	16,997	.46	.011	2,207	7,316	.014	4
Shannon				2.	1,31						6							
Shelby								1	1						1			
Stoddard								1								1		
Stone Sullivan									1								1	
Julii vali	11.4		.000	9.	2,04			7119	146	203	14	4,500		.00	1,21	7,000		
Taney										152								
Texas									1							1		
Warren									1	140	1		1			1		
Washington				9					1		1							
Wayne	9.0	.25	5 .007	2.	3 2,01	6 .1	2 .003	266	163	2	i	2 3,117	.0	8 .00	2 1,35	5 2,02	.00	3
Webster		1		1					1	1							.00	16
Worth				-			.002	42		7 191	8		.0	7 .00	2 1,64	3 3,72	.00	
Wright	14.3	.4	1 .01	1 4.	0 3,83	5 .2	.000	400	27	2 292	18	7,68	.2	1 .00	5 1,91	7 4,50	,00	6
**********************			1	4		4		*	1	1	1	4		1				. 1

<sup>\*</sup>Withheld to avoid disclosure.
\*\*St. Louis County combined with the City of St. Louis.



Funds already earmarked for expansion, civic improvements and new enterprises total more than

# 100 Million Dollars

The city of St. Louis leads the parade of local governments with a 63 million dollar bond issue earmarked for civic improvements starting with V-Day. Many are already in the blue print stage, ready to go. Surrounding municipalities have plans set up calling for additional expenditures of some 25 million dollars.

Business and Industry expansions already announced include a 71/2 million dollar expenditure by St. Louis' largest department store for 3 outlying stores; a new Ford Assembly plant; hundreds of smaller plant expansions and conversions reaching many many millions of dollars.

Add to this the C. E. D. report findings of the relatively small reconversion problems in St. Louis and the high number of industries with new products planned and it's easy to see that St. Louis will maintain payrolls.

ST. LOUIS HAS AL-WAYS BEEN AMERI-GA'S MOST STABLE BIG MARKET.

Ninth in industrial production size, Greater St. Louis quickly rose to fourth in volume of War Production and did it without the headaches of serious housing short-ages, local transportation interruptions, increases in juvenile deninquency, etc., so common to war industry areas.

St. Louis will take reconversion to peace in the same stride, holding to its traditional trends of no drastic shifts from its basically conservative ways of living.

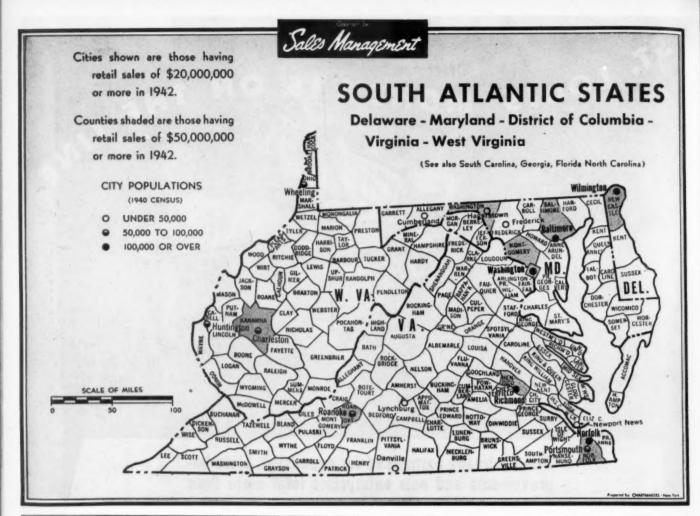
The Favorite Newspaper of more than 185,000 Responsive Families in Greater St. Louis and Surrounding Area.

# ST. LOUIS STAR-TIMES

OWNERS AND OPERATORS OF RADIO STATION KXOK GEORGE A. McDEVITT COMPANY, NATIONAL REPRESENTATIVE

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# South Atlantic States—County Data

DELAWARE - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		OPA POPUL 2-15-	ATION				RETA	EST	S—1944 IMATE					BUYING D ES			ADVI	ES— ERTIS- NG TROLS
COUNTY	Total	%	% of	Families	Dollars	%	%		UR STOR			Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-
Kent (Daver)	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ity	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Kent (Dover)	30.3	1.106	.024	9.2	28,050	12.19	.041	7,540	1,586	1,144	514	48,174	11.42	.032	5,236	17,350	.033	138
New Castle (Wilmington)	189.5	6.926	.149	52.6	180,010	69.55	.281	50,431	18,930	4,712	5,701	303,712	71.96	.205	5.774	15,047	.211	142
Suesex	53.8	1.966	.042	16.6	42,014	18.26	.081	9,603			900							
STATE TOTAL	273.6		.215	78.4	250,074		.363	87,574	22,284	7,623	7,115	422,042		.284	5,383	85,711	.294	137

For Delaware City figures, see page 143.

### MARYLAND - County Data

Allegany (Cumberland)	81.3	4.10	.063	22.2	48,714	3.72	.071	17,913	6,846	1,850	2,048	103,500	4.01	.070	4,662	2,382	.069	110
Anne Arundel (Annapolis)	77.1	3.89	.061	18.5	35,391	2.70	.051	12,546	1,584	2,663	1,169	65,528	2.54	.044	3,542	6,881		86
†Baltimore (Baltimore)	1,130.3	57.00	.888	319.0	830,426	63.34	1.206	253,561	219,697	16,563	35,529		67.95	1.181		15,036		12
Calvert	10.5	.53	.008	2.6	4,442	.34	.006	1,550		345		7,816	.30		3,006	3,767	.006	7
Caroline	16.0	.81	.013	4.8	9,141	.70	.013	2,681	369	742	287	16,869	.65	.011	3,514	6,515	.012	9
Carroll	39.4	1.99	.031	10.4	20,798	1.59	.030	4,649	1,076	1,540	554	41,250	1.60	.028	3,966	13,762	.029	9
Cecil	32.1	1.62	.025	8.3	13,795	1.05	.020	4,625	281	636	226	25,700	1.00	.017	3.096	6.826	.019	7
Charles	19.8	1.00	.016	4.6	7,238	.55	.011	2,017	364	199		11,429	.44	.008	2,485	4,820	.011	6
Dorchester (Cambridge)	24.3	1.23	.019	6.8	15,228	1.16	.022	4.822	1.085	994	390	25,740	1.00	.017	3.785	6,139	.019	10
Frederick (Frederick)	51.8	2.61	.041	14.0	41,008	3.13	.060	9,988	3.754	1,153	963	60,782	2.33	.041	4.342	17,706	.046	11
Garrett	18.5	.93	.014	4.5	9,259	.71	.013	1,894	434	318	143	13,906	.54	.009	3,090	4,266	.011	7

† Baltimore Co. includes the City of Baltimore.

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

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Hest het in Baltimore"

A thoroughbred in every way, the News-Post became the favorite newspaper of Baltimoreans strictly on merit. It acquired circulation leadership as a result of good journalism, needing no hypodermics or special offers to attract its readers. One of the great evening newspapers of the South, in one of the great markets of the South, it belongs on your advertising schedule now.

# Baltimore News-Post

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

ex 38 42

75 92

94 76 69

112

	P	OPA OPULA 2-15-	TION				RETA S/A	EST	5—1944 IMATE	Hi				BUYING ES			ADVE IN CONT	RTIS-
COUNTY	Total	%	% of	Families	Dollars	%	%			RE GROUI s of dollar		Dollars	%	%	Per	Gross Farm Dollars	% of	Quality
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Pe- ten- tial	of Mar- ket Inde
Harford	42.9	2.16	.034	11.0	20,516	1.56	.030	5,240	564	1,219	615	35,018	1.36	.024	3,183	12,211	.028	82
Howard	18.5		.015	4.6	10,175	.78	.015	2,927	260	199	164	15,875	.62	.011	3,451	5,208	.013	87
Kent	13.1	.66	.010	3.9	9,517	.73	.014	2,682		662	287	15,773	.61	.011	4,044	5,485	.012	120
Montgomery	104.2	5.25	.081	29.3	57,199	4.36	.083	15,498	1,389	6,347	2,014	89,381	3.47	.060	3,051	9,308	.071	88
Prince Georges (Hyattsville).	117.6	5.93	.092	30.4	47,258	3.60	.069	16,679	933	1,404	1,310	92,650	3.44	.063	3,048	9,053	.071	77
Queen Annes	12.2	.62	.010	3.6	6,580	.50	.010	1,821	239	927	144	10,962	.42	.007	3,045	6,537	.009	90
St. Marys	17.9	.90	.014	4.1	5,335	.41	.008	2,411	174	225		8,220	.32	.006	2,005	4,377	.008	57
Somerset	17.3	.87	.014	5.0	6,935	.53	.010	2,927	391	225	267	14,064	.73	.009	2,813	4,687	.010	7
Talbet (Easten)	16.2	.82	.013	4.9	15,298	1.17	.022	3,690	977	755	881	22,289	.86	.015	4,549	5,706	.017	131
Washington (Hagerstown)	69.9	3.52	.055	19.5	51,065	3.89	.074	12,644	5,816	1,312	1,414	80,875	3.14	.055	4,147	9,551	.061	111
Wicomico (Salisbury)	33.0	1.66	.026	10.1	28,505	2.17	.041	5,461	3,338		840	43,259	1.67	.029	4,283	7,612		
Worcoster	19.2	.97	.015	5.9	17,225	1.31	.025	3,321	1,454	689	348		1.00			9,208		12
STATE TOTAL	1,983.1		1.558	547.9	1,311,048		1.904	391,547	251,925	42,504	50,000	2,579,447		1.738	4,708	177,043	1.752	112

For Maryland City figures, see page 144.

### DISTRICT OF COLUMBIA

Washington, D. C	817.0 100.00	.642 230.0	804,836 100.00 1.169	214,469 171,958 17,327	52,765 1,551,128 100.00 1.0	45 6,744	1.002 156

For District of Columbia City figures, see page 144.

### VIRGINIA - County Data

| 28.3<br>40.2<br>25.5<br>7.7<br>17.7 | 1.02<br>1.45<br>.91<br>.27<br>.64   | .022<br>.033<br>.020<br>.006   | 8.4<br>10.7<br>6.4<br>1.9   | 8,722<br>25,986<br>14,337   
   | .58   | .010  | 2,651<br>6,320      
   | 273<br>3,236  
   | 454   | 254   | 14,196   | .56  
   | .010  | 1,690   | 10,293  
   | .012   | 55  |
|-------------------------------------|---|--|---
--
---|---|---
---
--
---|---|---|--
--|---
---|---|--|---|
| 40.2<br>25.5<br>7.7<br>17.7         | 1.45<br>.91<br>.27  | .033<br>.020<br>.006   | 10.7<br>6.4   | 25,986  
   | 2.25  |   |                     
   |   
   |   |   |  | |
   |   |   |   
   |  |   |
| 25.5<br>7.7<br>17.7                 | .91   | .020   | 6.4   |   
   |   | .038  |                     
   |   
   |   |   |  |  
   |   |   |   
   |  | 000   |
| 7.7<br>17.7                         | .27   | .006   |   | 14,337  
   |   | 004   |                     
   |   
   | 1,425   | 2,058   | 50,798   | 2.02   
   |   | 4,747   | 5,099   
   | .035   | 106   |
| 17.7                                |   |  |   | 4 040   
   | 1.24  | .021  | 4,046               
   | 2,035   
   | 553   | 640   | 30,612   | 1.22   
   | -   | 4,783   | 1,326   
   | .021   | 105   |
|                                     | .64   |  |   | 1,242   
   | .11   | .002  | 232                 
   |   
   |   |   | 2,250  | .09  
   |   | 1,184   | 2,138   
   | .003   | 50  |
| 8.1                                 |   | .013   | 3.9   | 2,880   
   | .25   | .004  | 1,142               
   | •   
   |   | 1   | 6,403  | .25  
   | .004  | 1,642   | 2,769   
   | .005   | 38  |
|                                     | .29   | .006   | 2.0   | 2,520   
   | .22   | .004  | 290                 
   |   
   | •   |   | 6,334  | .25  
   | .004  | 3,167   | 1,905   
   | .004   | 67  |
| 136.6                               | 4.93  | .107   | 40.3  | 55,049  
   | 4.78  | .060  | 17,581              
   | 3,736   
   | 4,778   | 3,286   | 114,314  | 4.55   
   | .077  | 2,837   | 156   
   | .084   | 79  |
| 55.3                                | 2.00  | .043   | 13.7  | 23,153  
   | 2.01  | .034  | 5,619               
   | 3,366   
   | 920   | 1,043   | 48,968   | 1.95   
   | .033  | 3,574   | 10,103  
   | .035   | 81  |
| 5.6                                 | .20   | .004   | 1.3   | 1,512   
   | .13   | .002  | 464                 
   | 147   
   | •   | •   | 3,851  | .15  
   | .003  | 2,962   | 1,407   
   | .003   | 75  |
| 25.4                                | .92   | .020   | 6.3   | 5,422   
   | .47   | .008  | 1,354               
   | 525   
   | 290   | 156   | 11,899   | .47  
   | .008  | 1,889   | 5,405   
   | .010   | 50  |
| 6.0                                 | .22   | .005   | 1.4   | 594   
   | .05   | .001  | 97                  
   |   
   |   | -   | 2,088  | .08  
   | .001  | 1,491   | 1,637   
   | .002   | 40  |
| 13.2                                | .48   | .010   | 3.2   | 2,718   
   | .24   | .004  | 755                 
   | 84  
   | 75  | 98  | 8,403  | .25  
   | .004  | 2,001   | 3,141   
   | .005   | 50  |
| 18.5                                | .67   | .015   | 4.2   | 4,086   
   | .35   | .006  | 968                 
   | 357   
   | 239   | 104   | 9,582  | .38  
   | .006  | 2,281   | 4,144   
   | .008   | 53  |
| 26.2                                | .95   | .020   | 5.4   | 5,282   
   | .46   | .008  | 1,200               
   | 987   
   |   | 95  | 12,340   | .49  
   |   | 2,285   |   
   | .010   | 50  |
| 11.1                                | .40   | .009   | 2.6   | 1,602   
   | .14   | .002  | 290                 
   | •   
   |   | •   | 4,382  | .17  
   | .003  | 1,685   | 2,019   
   | .004   | 44  |
| 64.4                                | 2.33  | .051   | 16.9  | 41,707  
   | 3.62  | .061  | 8,489               
   | 6,347   
   | 1,600   | 1,790   | 78,300   | 3.12   
   | .053  | 4.633   | 4.060   
   | .055   | 103   |
| 11.4                                | .41   | .008   | 2.7   | 2,466   
   | .21   | .004  | 774                 
   | 84  
   |   |   | 5,678  | .23  
   | .004  | 2,103   | 2.377   
   | .005   | 63  |
| 21.5                                | .78   | .016   | 5.2   | 3,150   
   | .27   | .005  | 697                 
   | 630   
   | 265   | •   | 6.044  | .24  
   | .004  | 1,162   | 4,150   
   | .007   | 44  |
| 4.3                                 | .15   | .003   | 1.0   | 342   
   | .03   |   | 116                 
   |   
   |   | •   | 1,508  | .06  
   | .001  | 1.508   | 604   
   | .001   | 33  |
| 13.2                                | .47   | .010   | 3.0   | 1,998   
   | .17   | .003  | 426                 
   | 63  
   | 88  | 58  | 4,658  | .19  
   |   |   | 3,574   
   | .004   | 40  |
| 29.3                                | 1.05  | .023   | 7.8   | 4,810   
   | .42   | .007  | 2,148               
   |   
   |   |   | 12,114   | .48  
   | .008  | 1,553   | 2,520   
   | .011   | 48  |
| 6.5                                 | .23   | .005   | 1.7   | 2,556   
   | .22   | .004  | 774                 
   | 294   
   | 101   | 156   | 5,618  |  
   |   |   |   
   | .004   | 80  |
| 3.1                                 | .11   | .002   | .8  | 886   
   | .06   | .001  | 290                 
   |   
   |   |   | 1,902  |  
   |   |   | 885   
   | .001   | 50  |
| 12.0                                | .43   | .009   | 3.0   | 5,134   
   | .45   | .007  | 1.161               
   | 315   
   | 542   | 254   | 10.298   |  
   |   |   | 3.535   
   | .007   | 78  |
| 6.3                                 | .23   | .005   | 1.5   | 1,080   
   | .09   | .002  | 97                  
   | •   
   | •   |   | 2,204  | .09  
   |   |   | 1,493   
   | .002   | 40  |
| 19.6                                | .71   | .015   | 4.1   | 3,316   
   | .29   | .005  | 793                 
   | 105   
   | 151   |   | 7,654  | .30  
   | .005  | 1,867   | 1.865   
   | .007   | 47  |
| 49.0                                | 1.77  | .039   | 12.3  | 19,933  
   | 1.73  | .029  | 7,150               
   | **3,339   
   | **945   | 1,273   | 53,198   | 2.12   
   | .036  | 4.325   | 3,926   
   | .035   | 90  |
| 55.3                                | 2.00  | .043   | 11.8  | 13,070  
   | 1.13  | .019  | 4,162               
   | **651   
   | 532   | 564   | 34,661   | 1.38   
   |   |   | 840   
   | .026   | 66  |
| 6.4                                 | .23   | .005   | 1.8   | 2.034   
   | .18   | .003  | 600                 
   |   
   |   |   |  |  
   |   |   | -   
   | .003   | 60  |
| 53.1                                | 1.91  | .042   | 12.3  | 7,460   
   | .65   | .011  | 2,864               
   | 252   
   | 75  | 97  | 17,326   | .69  
   |   |   | 4,869   
   | .018   | 43  |
| 19.0                                | .68   | .015   | 4.8   | 7.092   
   | .82   | .010  | 1.858               
   | 378   
   | 655   | 234   | 17.305   | .89  
   | .012  | 3,605   | 6.683   
   | .012   | 80  |
| 10.6                                | .37   | .008   | 2.7   | 1,746   
   | .15   | .003  | 213                 
   |   
   | 63  | 78  | 4,362  | .17  
   |   |   | 2,708   
   | .004   | 51  |
| 6.4                                 | .23   | .005   | 1.6   | 1,116   
   |   | .002  | 348                 
   |   
   |   | 39  |  | |
   |   | 1   |   
   | .003   | 6   |
|                                     |   |  |   |   
   |   |   |                     
   | 483   
   | 189   |   |  | |
   |   |   |   
   |  | 4   |
|                                     |   |  |   |   
   |   |   | |
|---|---|---|
   |   |   |  |  
   |   |   |   
   |  | 110   |
|                                     | 55.3<br>5.6<br>25.4<br>6.0<br>13.2<br>18.5<br>26.2<br>11.1<br>64.4<br>11.4<br>21.5<br>4.3<br>13.2<br>29.3<br>6.5<br>3.1<br>12.0<br>6.3<br>19.6<br>49.0<br>55.3<br>6.4<br>53.1<br>19.6<br>10.6 | 136.6 4.93 55.3 2.00 5.6 .20 25.4 .92 13.2 .48 18.5 .67 11.1 .40 64.4 2.33 11.4 .41 21.5 .78 4.3 .15 13.2 .47 29.3 1.05 6.5 .23 3.1 .11 12.0 .43 6.3 .23 19.8 .71 49.0 1.77 55.3 2.00 6.4 .23 53.1 1.91 19.0 .68 10.6 .37 6.4 .23 21.6 .77 | 136.6 4.93 .107 55.3 2.00 .043 5.6 .20 .004 25.4 .92 .020 6.0 .22 .005 13.2 .46 .010 18.5 .07 .015 26.2 .95 .020 11.1 .40 .009 64.4 2.33 .051 11.4 .41 .008 21.5 .78 .018 4.3 .15 .003 13.2 .47 .010 29.3 1.05 .023 6.5 .23 .005 3.1 .11 .002 12.0 .43 .009 6.3 .23 .005 19.6 .71 .015 49.0 1.77 .039 55.3 2.00 .043 6.4 .23 .005 53.1 1.91 .042 19.0 .68 .015 10.6 .37 .008 6.4 .23 .005 21.6 .77 .017 | 136.6         4.93         .107         40.3           55.3         2.00         .043         13.7           5.6         .20         .094         1.3           25.4         .92         .020         6.3           6.0         .22         .005         1.4           13.2         .48         .010         3.2           18.5         .67         .015         4.2           28.2         .95         .020         5.4           11.1         .40         .009         2.8           64.4         2.33         .051         16.9           11.4         .41         .008         2.7           21.5         .78         .016         5.2           4.3         .15         .003         1.0           13.2         .47         .010         3.0           29.3         1.05         .023         7.8           6.5         .23         .005         1.7           3.1         .11         .002         .8           12.0         .43         .009         3.0           6.3         .23         .005         1.5           19.6         .71 </td <td>136.6         4.93         .107         40.3         55,049           55.3         2.00         .043         13.7         23,153           5.6         .20         .004         1.3         1,512           25.4         .92         .020         6.3         5,422           6.0         .22         .005         1.4         594           13.2         .48         .010         3.2         2,718           18.5         .67         .015         4.2         4,086           26.2         .95         .020         5.4         5,282           11.1         .40         .009         2.6         1,602           64.4         2.33         .051         18.9         41,707           11.4         .41         .008         2.7         2,466           4.3         .15         .003         1.0         342           21.5         .78         .016         5.2         3,150           4.3         .15         .003         1.0         1,998           29.3         1.05         .023         7.8         4,810           6.5         .23         .005         1.7         2,556</td> <td>136.6         4.93         .107         40.3         55,049         4.78           55.3         2.00         .043         13.7         23,153         2.01           5.6         .20         .004         1.3         1,512         .13           25.4         .92         .020         6.3         5,422         .47           6.0         .22         .005         1.4         594         .05           13.2         .48         .010         3.2         2,718         .24           18.5         .67         .015         4.2         4,086         .24           28.2         .95         .020         5.4         5,282         .46           11.1         .40         .009         2.6         1,602         .14           64.4         2.33         .051         18.9         41,707         3.62           11.4         .41         .008         2.7         2,466         .21           21.5         .78         .016         5.2         3,150         .27           4.3         .15         .003         1.0         342         .03           13.2         .47         .010         3.0</td> <td>136.6         4.93         .107         40.3         55,049         4.78         .080           55.3         2.00         .043         13.7         23,183         2.01         .034           5.6         .20         .094         1.3         1,512         .13         .002           25.4         .92         .020         6.3         5,422         .47         .008           6.0         .22         .005         1.4         594         .05         .001           13.2         .48         .010         3.2         2,718         .24         .004           18.5         .67         .015         4.2         4,086         .35         .006           28.2         .95         .020         5.4         5,282         .46         .008           11.1         .40         .009         2.6         1,602         .14         .002           64.4         2.33         .051         16.9         41,707         3.62         .061           11.4         .41         .008         2.7         2,46e         .21         .004           21.5         .78         .016         5.2         3,150         .27         .00</td> <td>136.6         4.93         .107         40.3         55,049         4.78         .060         17,581           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619           5.6         .20         .004         1.3         1,512         .13         .002         464           25.4         .92         .020         6.3         5,422         .47         .006         1,354           6.0         .22         .005         1.4         594         .05         .001         97           13.2         .48         .010         3.2         2,718         .24         .004         755           18.5         .67         .05         .02         5.4         5,282         .46         .006         968           26.2         .95         .020         5.4         5,282         .46         .006         1,200           11.1         .40         .009         2.6         1,602         .14         .002         290           64.4         2.33         .051         16.9         41,707         3.62         .061         8,489           11.4         .41         .008         <td< td=""><td>136.6         4.93         .107         40.3         55,049         4.78         .060         17,581         3,736           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619         3,366           5.6         .20         .004         1.3         1,512         .13         .002         464         147           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525           6.0         .22         .005         1.4         594         .05         .001         97         *           13.2         .48         .010         3.2         2,718         .24         .004         755         84           18.5         .67         .015         4.2         4,086         .35         .006         988         357           28.2         .95         .020         5.4         5,282         .46         .008         1,200         987           11.1         .40         .009         2.8         1,602         .14         .002         290         *           64.4         2.33         .051         16.9         41,707</td><td>136.6         4.93         .107         40.3         55,049         4.78         .080         17,581         3,736         4,778           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619         3,366         920           5.6         .20         .004         1.3         1,512         .13         .002         464         147         *           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525         290           6.0         .22         .005         1.4         594         .05         .001         97         *         *           13.2         .46         .010         3.2         2,718         .24         .004         755         34         75           18.5         .67         .015         4.2         4,086         .35         .006         988         357         239           26.2         .95         .020         5.4         5,282         .46         .008         1,200         987         *           11.1         .40         .009         2.6         1,602         .14         .002</td><td>136.6       4.93       .107       40.3       55,049       4.78       .060       17,581       3,736       4,778       3,286         55.3       2.00       .043       13.7       23,153       2.01       .034       5,619       3,366       920       1,043         5.6       .20       .004       1.3       1,512       .13       .002       464       147       *       *         25.4       .92       .020       6.3       5,422       .47       .008       1,354       525       290       156         6.0       .22       .005       1.4       594       .05       .001       97       *       *       *         13.2       .48       .010       3.2       2,718       .24       .004       755       84       75       98         18.5       .67       .015       4.2       4,066       .35       .006       988       357       239       104         26.2       .95       .020       5.4       5,282       .46       .008       1,200       987       *       95         11.1       .4       .009       2.6       1,602       .14       .002       .89</td></td<><td>136.6         4.93         .107         40.3         55,049         4.78         .060         17,581         3,736         4,778         3,286         114,314           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619         3,366         920         1,043         48,968           5.6         .20         .004         1.3         1,512         .13         .002         464         147         *         *         3,851           25.4         .92         .020        
6.3         5,422         .47         .008         1,354         525         290         156         11,899           6.0         .22         .005         1.4         594         .05         .001         97         *         *         2,088         11,899         104         9,582         28.1         11,602         14         .004         755         84         75         98         8,403         11,11         .40         .009         2.6         1,602         .44         .002         290         *         *         4,382           64.4         2.33         .051         16.9         41,707         3.62         .061<td>136.6         4.93         .107         40.3         55.049         4.78         .080         17,581         3,736         4.778         3,286         114,314         4.55           55.8         .20         .0043         1.37         23,153         2.01         .034         5,619         3,366         920         1,043         48,988         1.95           5.6         .20         .004         1.3         1,512         .13         .002         464         147         *         *         3,851         .15           6.0         .22         .005         1.4         594         .05         .001         97         *         *         *         2,088         .06           13.2         .48         .010         3.2         2,718         .24         .004         755         84         75         98         6,403         .25           18.5         .07         .015         4.2         4,086         .35         .006         988         357         239         104         9,582         .38           18.5         .07         .016         5.282         .46         .006         1,200         987         *         95         12,3</td><td>  136.6   4.93   1.07   40.3   55.049   4.78   0.60   17.581   3.736   4.778   3.286   114.314   4.55   0.077     55.3   2.00   0.043   13.7   23.153   2.01   0.092   484   147   2.08   1.093   1.092     25.4   0.92   0.004   1.3   1.512   1.3   0.002   484   147   0.08   1.1899   .47   0.08     6.0   0.22   0.05   1.4   594   0.5   0.01   97   0.08   0.01     13.2   0.48   0.010   3.2   2.718   2.4   0.004   7.55   84   75   98   6.403   2.25   0.04     18.5   6.7   0.015   4.2   4.086   3.5   0.06   988   357   239   104   9.582   38   0.06     12.2   0.95   1.4   5.94   0.05   0.01   1.200   987   0.95   12.340   0.49   0.08     11.1   0.40   0.09   2.9   1.602   1.4   0.002   2.90   0.987   0.95   12.340   0.49   0.08     11.1   0.41   0.009   2.9   1.602   1.4   0.002   2.90   0.987   0.95   12.340   0.49   0.08     11.4   0.41   0.009   2.7   2.466   0.21   0.004   774   84   0.95   0.94   0.04     12.1   0.78   0.16   5.2   3.150   0.27   0.005   6897   630   285   0.604   0.04   0.001     13.2   0.77   0.010   3.0   1.996   1.7   0.03   426   633   88   58   4.656   1.19   0.03     13.2   0.77   0.05   1.7   2.556   0.22   0.04   774   2.94   1.01   1.56   5.618   0.22   0.04     13.3   0.05   1.5   0.03   0.05   1.5   0.000   0.001   2.90   0.002  </td><td>  136.6   4.93   1.07   40.3   55,049   4.78   0.60   17,581   3,736   4.778   3,286   114,314   4.55   0.077   2,837     55.3   2.00   0.043   13.7   23,153   2.01   0.034   5.619   3.365   920   1,043   48,988   1.95   0.033   3,574     25.4   0.20   0.004   1.3   1.512   1.3   0.002   484   147   * * * 3,851   1.15   0.03   2,982     25.4   0.22   0.05   1.4   594   0.5   0.01   97   * * * * 2,088   0.68   0.01   1,491     13.2   0.46   0.10   3.2   2,718   2.4   0.04   755   84   75   98   6,403   2.5   0.04   2,001     18.5   0.67   0.15   4.2   4.066   3.5   0.06   988   357   239   104   9,582   3.8   0.06   2,285     11.1   0.40   0.09   2.6   1.602   1.14   0.002   290   * * * * 4,382   1.7   0.03   1,685     64.4   2.33   0.51   16.9   41,707   3.62   0.04   774   84   * * 5,678   2.2   0.04   2,103     21.5   0.78   0.16   5.2   3,150   2.7   0.05   697   630   265   * 6,044   2.4   0.04   1,162     4.3   1.5   0.03   1.0   3.42   0.03   1.998   1.7   0.003   426   63   88   58   4,658   1.9   0.03   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,114   4.8   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   4.8   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.05   1.5   1.000   0.09   0.02   97   * * * * * * * * * * * * * * * * * *</td><td>136.6         4.93         1.07         40.3         55.049         4.78         .060         17,581         3,736         4,778         3,286         114,314         4.55         .077         2,637         10,103           55.6         2.00         .043         13.7         23,153         2.01         .034         8,619         3,366         920         1,043         48,988         1.95         .033         3,674         10,103           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525         290         156         11,899         .47         .008         1,889         5,405           6.0         .22         .005         1.4         594         .05         .001         97         *         *         *         2,088         .06         .001         1,491         1,657           13.2         .48         .010         3.2         2,718         .24         .004         755         84         .75         96         8,403         .25         .004         2,011         .414         .416         .42         .006         1,220         .83         .74         .144         .442         .24</td><td>136.6         4.93         -107         40.3         55.049         4.78         .000         17,581         3,786         4.778         3.286         114,314         4.85         .007         2,837         156         .084           55.6         2.00         .004         1.3         1,512         .13         .002         484         147         *         3,851         .15         .003         3,922         1,003         .035         2,007         .003         3,262         1,007         .003         3,262         1,007         .003         3,262         1,007         .003         3,262         1,003         .003         3,002         1,003         .003         3,002         1,003         .003         3,005         1,003         .003         3,005         1,003         .003         .002         1,003         .003         .002         1,003         .003         .004         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .003         <t< td=""></t<></td></td></td> | 136.6         4.93         .107         40.3         55,049           55.3         2.00         .043         13.7         23,153           5.6         .20         .004         1.3         1,512           25.4         .92         .020         6.3         5,422           6.0         .22         .005         1.4         594           13.2         .48         .010         3.2         2,718           18.5         .67         .015         4.2         4,086           26.2         .95         .020         5.4         5,282           11.1         .40         .009         2.6         1,602           64.4         2.33         .051         18.9         41,707           11.4         .41         .008         2.7         2,466           4.3         .15         .003         1.0         342           21.5         .78         .016         5.2         3,150           4.3         .15         .003         1.0         1,998           29.3         1.05         .023         7.8         4,810           6.5         .23         .005         1.7         2,556 | 136.6         4.93         .107         40.3         55,049         4.78           55.3         2.00         .043         13.7         23,153         2.01           5.6         .20         .004         1.3         1,512         .13           25.4         .92         .020         6.3         5,422         .47           6.0         .22         .005         1.4         594         .05           13.2         .48         .010         3.2         2,718         .24           18.5         .67         .015         4.2         4,086         .24           28.2         .95         .020         5.4         5,282         .46           11.1         .40         .009         2.6         1,602         .14           64.4         2.33         .051         18.9         41,707         3.62           11.4         .41         .008         2.7         2,466         .21           21.5         .78         .016         5.2         3,150         .27           4.3         .15         .003         1.0         342         .03           13.2         .47         .010         3.0 | 136.6         4.93  
      .107         40.3         55,049         4.78         .080           55.3         2.00         .043         13.7         23,183         2.01         .034           5.6         .20         .094         1.3         1,512         .13         .002           25.4         .92         .020         6.3         5,422         .47         .008           6.0         .22         .005         1.4         594         .05         .001           13.2         .48         .010         3.2         2,718         .24         .004           18.5         .67         .015         4.2         4,086         .35         .006           28.2         .95         .020         5.4         5,282         .46         .008           11.1         .40         .009         2.6         1,602         .14         .002           64.4         2.33         .051         16.9         41,707         3.62         .061           11.4         .41         .008         2.7         2,46e         .21         .004           21.5         .78         .016         5.2         3,150         .27         .00 | 136.6         4.93         .107         40.3         55,049         4.78         .060         17,581           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619           5.6         .20         .004         1.3         1,512         .13         .002         464           25.4         .92         .020         6.3         5,422         .47         .006         1,354           6.0         .22         .005         1.4         594         .05         .001         97           13.2         .48         .010         3.2         2,718         .24         .004         755           18.5         .67         .05         .02         5.4         5,282         .46         .006         968           26.2         .95         .020         5.4         5,282         .46         .006         1,200           11.1         .40         .009         2.6         1,602         .14         .002         290           64.4         2.33         .051         16.9         41,707         3.62         .061         8,489           11.4         .41         .008 <td< td=""><td>136.6         4.93         .107         40.3         55,049         4.78         .060         17,581         3,736           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619         3,366           5.6         .20         .004         1.3         1,512         .13         .002         464         147           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525           6.0         .22         .005         1.4         594         .05         .001         97         *           13.2         .48         .010         3.2         2,718         .24         .004         755         84           18.5         .67         .015         4.2         4,086         .35         .006         988         357           28.2         .95         .020         5.4         5,282         .46         .008         1,200         987           11.1         .40         .009         2.8         1,602         .14         .002         290         *           64.4         2.33         .051         16.9         41,707</td><td>136.6         4.93         .107         40.3         55,049         4.78         .080         17,581         3,736         4,778           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619         3,366         920           5.6         .20         .004         1.3         1,512         .13         .002         464         147         *           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525         290           6.0         .22         .005         1.4         594         .05         .001         97         *         *           13.2         .46         .010         3.2         2,718         .24         .004         755         34         75           18.5         .67         .015         4.2         4,086         .35         .006         988         357         239           26.2         .95         .020         5.4         5,282         .46         .008         1,200         987         *           11.1         .40         .009         2.6         1,602         .14         .002</td><td>136.6       4.93       .107       40.3       55,049       4.78       .060       17,581       3,736       4,778       3,286         55.3       2.00       .043       13.7       23,153       2.01       .034       5,619       3,366       920       1,043         5.6       .20       .004       1.3       1,512       .13       .002       464       147       *       *         25.4       .92       .020       6.3       5,422       .47       .008       1,354       525       290       156         6.0       .22       .005       1.4       594       .05       .001       97       *       *       *         13.2       .48       .010       3.2       2,718       .24       .004       755       84       75       98         18.5       .67       .015       4.2       4,066       .35       .006       988       357       239       104         26.2       .95       .020       5.4       5,282       .46       .008       1,200       987       *       95         11.1       .4       .009       2.6       1,602       .14       .002       .89</td></td<> <td>136.6         4.93         .107         40.3         55,049         4.78         .060         17,581         3,736         4,778         3,286         114,314           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619         3,366         920         1,043         48,968           5.6         .20         .004         1.3         1,512         .13         .002         464         147         *         *         3,851           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525         290         156         11,899           6.0         .22         .005         1.4         594         .05         .001         97         *         *         2,088         11,899         104         9,582         28.1         11,602         14         .004         755         84         75         98         8,403         11,11         .40         .009         2.6         1,602         .44         .002         290         *         *         4,382           64.4         2.33         .051         16.9         41,707         3.62         .061<td>136.6         4.93         .107         40.3         55.049         4.78         .080         17,581         3,736         4.778         3,286         114,314         4.55           55.8         .20         .0043         1.37         23,153         2.01         .034         5,619         3,366         920         1,043         48,988         1.95           5.6         .20         .004         1.3         1,512         .13         .002         464         147         *         *         3,851         .15           6.0         .22         .005         1.4         594         .05         .001         97         *         *         *         2,088         .06           13.2         .48         .010         3.2         2,718         .24         .004         755         84         75         98         6,403         .25           18.5         .07         .015         4.2         4,086         .35         .006         988         357         239         104         9,582         .38           18.5         .07         .016         5.282         .46         .006         1,200         987         *         95         12,3</td><td>  136.6   4.93   1.07   40.3   55.049   4.78   0.60   17.581   3.736   4.778   3.286   114.314   4.55   0.077     55.3   2.00   0.043   13.7   23.153   2.01   0.092   484   147   2.08   1.093   1.092     25.4   0.92   0.004   1.3   1.512   1.3   0.002   484   147   0.08   1.1899   .47   0.08     6.0   0.22   0.05   1.4   594   0.5   0.01   97   0.08   0.01     13.2   0.48   0.010   3.2   2.718   2.4   0.004   7.55   84   75   98   6.403   2.25   0.04     18.5   6.7   0.015   4.2   4.086   3.5   0.06   988   357   239   104   9.582   38   0.06     12.2   0.95   1.4   5.94   0.05   0.01   1.200   987   0.95   12.340   0.49   0.08     11.1   0.40   0.09   2.9   1.602   1.4   0.002   2.90   0.987   0.95   12.340   0.49   0.08     11.1   0.41   0.009   2.9   1.602   1.4   0.002   2.90   0.987   0.95   12.340   0.49   0.08     11.4   0.41   0.009   2.7   2.466   0.21   0.004   774   84   0.95   0.94   0.04     12.1   0.78   0.16   5.2   3.150   0.27   0.005   6897   630   285   0.604   0.04   0.001     13.2   0.77   0.010   3.0   1.996   1.7   0.03   426   633   88   58   4.656   1.19   0.03     13.2   0.77   0.05   1.7   2.556   0.22   0.04   774   2.94   1.01   1.56   5.618   0.22   0.04     13.3   0.05   1.5   0.03   0.05   1.5   0.000   0.001   2.90   0.002  </td><td>  136.6   4.93   1.07   40.3   55,049   4.78   0.60   17,581   3,736   4.778   3,286   114,314   4.55   0.077   2,837     55.3   2.00   0.043   13.7   23,153   2.01   0.034   5.619   3.365   920   1,043   48,988   1.95  
0.033   3,574     25.4   0.20   0.004   1.3   1.512   1.3   0.002   484   147   * * * 3,851   1.15   0.03   2,982     25.4   0.22   0.05   1.4   594   0.5   0.01   97   * * * * 2,088   0.68   0.01   1,491     13.2   0.46   0.10   3.2   2,718   2.4   0.04   755   84   75   98   6,403   2.5   0.04   2,001     18.5   0.67   0.15   4.2   4.066   3.5   0.06   988   357   239   104   9,582   3.8   0.06   2,285     11.1   0.40   0.09   2.6   1.602   1.14   0.002   290   * * * * 4,382   1.7   0.03   1,685     64.4   2.33   0.51   16.9   41,707   3.62   0.04   774   84   * * 5,678   2.2   0.04   2,103     21.5   0.78   0.16   5.2   3,150   2.7   0.05   697   630   265   * 6,044   2.4   0.04   1,162     4.3   1.5   0.03   1.0   3.42   0.03   1.998   1.7   0.003   426   63   88   58   4,658   1.9   0.03   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,114   4.8   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   4.8   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.05   1.5   1.000   0.09   0.02   97   * * * * * * * * * * * * * * * * * *</td><td>136.6         4.93         1.07         40.3         55.049         4.78         .060         17,581         3,736         4,778         3,286         114,314         4.55         .077         2,637         10,103           55.6         2.00         .043         13.7         23,153         2.01         .034         8,619         3,366         920         1,043         48,988         1.95         .033         3,674         10,103           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525         290         156         11,899         .47         .008         1,889         5,405           6.0         .22         .005         1.4         594         .05         .001         97         *         *         *         2,088         .06         .001         1,491         1,657           13.2         .48         .010         3.2         2,718         .24         .004         755         84         .75         96         8,403         .25         .004         2,011         .414         .416         .42         .006         1,220         .83         .74         .144         .442         .24</td><td>136.6         4.93         -107         40.3         55.049         4.78         .000         17,581         3,786         4.778         3.286         114,314         4.85         .007         2,837         156         .084           55.6         2.00         .004         1.3         1,512         .13         .002         484         147         *         3,851         .15         .003         3,922         1,003         .035         2,007         .003         3,262         1,007         .003         3,262         1,007         .003         3,262         1,007         .003         3,262         1,003         .003         3,002         1,003         .003         3,002         1,003         .003         3,005         1,003         .003         3,005         1,003         .003         .002         1,003         .003         .002         1,003         .003         .004         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .003         <t< td=""></t<></td></td> | 136.6         4.93         .107         40.3         55,049         4.78         .060         17,581         3,736           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619         3,366           5.6         .20         .004         1.3         1,512         .13         .002         464         147           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525           6.0         .22         .005         1.4         594         .05         .001         97         *           13.2         .48         .010         3.2         2,718         .24         .004         755         84           18.5         .67         .015         4.2         4,086         .35         .006         988         357           28.2         .95         .020         5.4         5,282         .46         .008         1,200         987           11.1         .40         .009         2.8         1,602         .14         .002         290         *           64.4         2.33         .051         16.9         41,707 | 136.6         4.93         .107         40.3         55,049         4.78         .080         17,581         3,736         4,778           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619         3,366         920           5.6         .20         .004         1.3         1,512         .13         .002         464         147         *           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525         290           6.0         .22         .005         1.4         594         .05         .001         97         *         *           13.2         .46         .010         3.2         2,718         .24         .004         755         34         75           18.5         .67         .015         4.2         4,086         .35         .006         988         357         239           26.2         .95         .020         5.4         5,282         .46         .008         1,200         987         *           11.1         .40         .009         2.6         1,602         .14         .002 | 136.6       4.93       .107       40.3       55,049       4.78       .060       17,581       3,736       4,778       3,286         55.3       2.00       .043       13.7       23,153       2.01       .034       5,619       3,366       920       1,043         5.6       .20       .004       1.3       1,512       .13       .002       464       147       *       *         25.4       .92       .020       6.3       5,422       .47       .008       1,354       525       290       156         6.0       .22       .005       1.4       594       .05       .001       97       *       *       *         13.2       .48       .010       3.2       2,718       .24       .004       755       84       75       98         18.5       .67       .015       4.2       4,066       .35       .006       988       357       239       104         26.2       .95       .020       5.4       5,282       .46       .008       1,200       987       *       95         11.1       .4       .009       2.6       1,602       .14       .002       .89 | 136.6         4.93         .107         40.3         55,049         4.78         .060         17,581         3,736         4,778         3,286         114,314           55.3         2.00         .043         13.7         23,153         2.01         .034         5,619         3,366         920         1,043         48,968           5.6         .20         .004         1.3         1,512         .13         .002         464         147         *         *         3,851           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525         290         156         11,899           6.0         .22         .005         1.4         594         .05         .001         97         *         *         2,088         11,899         104         9,582         28.1         11,602         14         .004         755         84         75         98         8,403         11,11         .40         .009         2.6         1,602         .44         .002         290         *         *         4,382           64.4         2.33         .051         16.9         41,707         3.62         .061 <td>136.6         4.93         .107         40.3         55.049         4.78         .080         17,581         3,736         4.778         3,286         114,314         4.55           55.8         .20         .0043         1.37         23,153         2.01         .034         5,619         3,366         920         1,043         48,988         1.95           5.6         .20         .004         1.3         1,512         .13         .002         464         147         *         *         3,851         .15           6.0         .22         .005         1.4         594         .05         .001         97         *         *         *         2,088         .06           13.2         .48         .010         3.2         2,718         .24         .004         755         84         75         98         6,403         .25           18.5         .07         .015         4.2         4,086         .35         .006         988         357         239         104         9,582         .38           18.5         .07         .016         5.282         .46         .006         1,200         987         *         95         12,3</td> <td>  136.6   4.93   1.07   40.3   55.049   4.78   0.60   17.581   3.736   4.778   3.286   114.314   4.55   0.077     55.3   2.00   0.043   13.7   23.153   2.01   0.092   484   147   2.08   1.093   1.092     25.4   0.92   0.004   1.3   1.512   1.3   0.002   484   147   0.08   1.1899   .47   0.08     6.0   0.22   0.05   1.4   594   0.5   0.01   97   0.08   0.01     13.2   0.48   0.010   3.2   2.718   2.4   0.004   7.55   84   75   98   6.403   2.25   0.04     18.5   6.7   0.015   4.2   4.086   3.5   0.06   988   357   239   104   9.582   38   0.06     12.2   0.95   1.4   5.94   0.05   0.01   1.200   987   0.95   12.340   0.49   0.08     11.1   0.40  
0.09   2.9   1.602   1.4   0.002   2.90   0.987   0.95   12.340   0.49   0.08     11.1   0.41   0.009   2.9   1.602   1.4   0.002   2.90   0.987   0.95   12.340   0.49   0.08     11.4   0.41   0.009   2.7   2.466   0.21   0.004   774   84   0.95   0.94   0.04     12.1   0.78   0.16   5.2   3.150   0.27   0.005   6897   630   285   0.604   0.04   0.001     13.2   0.77   0.010   3.0   1.996   1.7   0.03   426   633   88   58   4.656   1.19   0.03     13.2   0.77   0.05   1.7   2.556   0.22   0.04   774   2.94   1.01   1.56   5.618   0.22   0.04     13.3   0.05   1.5   0.03   0.05   1.5   0.000   0.001   2.90   0.002  </td> <td>  136.6   4.93   1.07   40.3   55,049   4.78   0.60   17,581   3,736   4.778   3,286   114,314   4.55   0.077   2,837     55.3   2.00   0.043   13.7   23,153   2.01   0.034   5.619   3.365   920   1,043   48,988   1.95   0.033   3,574     25.4   0.20   0.004   1.3   1.512   1.3   0.002   484   147   * * * 3,851   1.15   0.03   2,982     25.4   0.22   0.05   1.4   594   0.5   0.01   97   * * * * 2,088   0.68   0.01   1,491     13.2   0.46   0.10   3.2   2,718   2.4   0.04   755   84   75   98   6,403   2.5   0.04   2,001     18.5   0.67   0.15   4.2   4.066   3.5   0.06   988   357   239   104   9,582   3.8   0.06   2,285     11.1   0.40   0.09   2.6   1.602   1.14   0.002   290   * * * * 4,382   1.7   0.03   1,685     64.4   2.33   0.51   16.9   41,707   3.62   0.04   774   84   * * 5,678   2.2   0.04   2,103     21.5   0.78   0.16   5.2   3,150   2.7   0.05   697   630   265   * 6,044   2.4   0.04   1,162     4.3   1.5   0.03   1.0   3.42   0.03   1.998   1.7   0.003   426   63   88   58   4,658   1.9   0.03   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,114   4.8   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   4.8   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.05   1.5   1.000   0.09   0.02   97   * * * * * * * * * * * * * * * * * *</td> <td>136.6         4.93         1.07         40.3         55.049         4.78         .060         17,581         3,736         4,778         3,286         114,314         4.55         .077         2,637         10,103           55.6         2.00         .043         13.7         23,153         2.01         .034         8,619         3,366         920         1,043         48,988         1.95         .033         3,674         10,103           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525         290         156         11,899         .47         .008         1,889         5,405           6.0         .22         .005         1.4         594         .05         .001         97         *         *         *         2,088         .06         .001         1,491         1,657           13.2         .48         .010         3.2         2,718         .24         .004         755         84         .75         96         8,403         .25         .004         2,011         .414         .416         .42         .006         1,220         .83         .74         .144         .442         .24</td> <td>136.6         4.93         -107         40.3         55.049         4.78         .000         17,581         3,786         4.778         3.286         114,314         4.85         .007         2,837         156         .084           55.6         2.00         .004         1.3         1,512         .13         .002         484         147         *         3,851         .15         .003         3,922         1,003         .035         2,007         .003         3,262         1,007         .003         3,262         1,007         .003         3,262         1,007         .003         3,262         1,003         .003         3,002         1,003         .003         3,002         1,003         .003         3,005         1,003         .003         3,005         1,003         .003         .002         1,003         .003         .002         1,003         .003         .004         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .003         <t< td=""></t<></td> | 136.6         4.93         .107         40.3         55.049         4.78         .080         17,581         3,736         4.778         3,286         114,314         4.55           55.8         .20         .0043         1.37         23,153         2.01         .034         5,619         3,366         920         1,043         48,988         1.95           5.6         .20         .004         1.3         1,512         .13         .002         464         147         *         *         3,851         .15           6.0         .22         .005         1.4         594         .05         .001         97         *         *         *         2,088         .06           13.2         .48         .010         3.2         2,718         .24         .004         755         84         75         98         6,403         .25           18.5         .07         .015         4.2         4,086         .35         .006         988         357         239         104         9,582         .38           18.5         .07         .016         5.282         .46         .006         1,200         987         *         95         12,3 | 136.6   4.93   1.07   40.3   55.049   4.78   0.60   17.581   3.736   4.778   3.286   114.314   4.55   0.077     55.3   2.00   0.043   13.7   23.153   2.01   0.092   484   147   2.08   1.093   1.092     25.4   0.92   0.004   1.3   1.512   1.3   0.002   484   147   0.08   1.1899   .47   0.08     6.0   0.22   0.05   1.4   594   0.5   0.01   97   0.08   0.01     13.2   0.48   0.010   3.2   2.718   2.4   0.004   7.55   84   75   98   6.403   2.25   0.04     18.5   6.7   0.015   4.2   4.086   3.5   0.06   988   357   239   104   9.582   38   0.06     12.2   0.95   1.4   5.94   0.05   0.01   1.200   987   0.95   12.340   0.49   0.08     11.1   0.40   0.09   2.9   1.602   1.4   0.002   2.90   0.987   0.95   12.340   0.49   0.08     11.1   0.41   0.009   2.9   1.602   1.4   0.002   2.90   0.987   0.95   12.340   0.49   0.08     11.4   0.41   0.009   2.7   2.466   0.21   0.004   774   84   0.95   0.94   0.04     12.1   0.78   0.16   5.2   3.150   0.27   0.005   6897   630   285   0.604   0.04   0.001     13.2   0.77   0.010   3.0   1.996   1.7   0.03   426   633   88   58   4.656   1.19   0.03     13.2   0.77   0.05   1.7   2.556   0.22   0.04   774   2.94   1.01   1.56   5.618   0.22   0.04     13.3   0.05   1.5   0.03   0.05   1.5   0.000   0.001   2.90   0.002 | 136.6   4.93   1.07   40.3   55,049   4.78   0.60   17,581   3,736   4.778   3,286   114,314   4.55   0.077   2,837     55.3   2.00   0.043   13.7   23,153   2.01   0.034   5.619   3.365   920   1,043   48,988   1.95   0.033   3,574     25.4   0.20   0.004   1.3   1.512   1.3   0.002   484   147   * * * 3,851   1.15   0.03   2,982     25.4   0.22   0.05   1.4   594   0.5   0.01   97   * * * * 2,088   0.68   0.01   1,491     13.2   0.46   0.10   3.2   2,718   2.4   0.04   755   84   75   98   6,403   2.5   0.04   2,001     18.5   0.67   0.15   4.2   4.066   3.5   0.06   988   357   239   104   9,582   3.8   0.06   2,285     11.1   0.40   0.09   2.6   1.602   1.14   0.002   290   * * * * 4,382   1.7   0.03   1,685     64.4   2.33   0.51   16.9   41,707   3.62   0.04   774   84   * * 5,678   2.2   0.04   2,103     21.5   0.78   0.16   5.2   3,150   2.7   0.05   697   630   265   * 6,044   2.4   0.04   1,162     4.3   1.5   0.03   1.0   3.42   0.03   1.998   1.7   0.003   426   63   88   58   4,658   1.9   0.03   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,114   4.8   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   4.8   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42
  0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.023   7.8   4,810   0.42   0.07   2,148   * * * 1,2114   0.48   0.06   0.01   1,553     29.3   1.05   0.05   1.5   1.000   0.09   0.02   97   * * * * * * * * * * * * * * * * * * | 136.6         4.93         1.07         40.3         55.049         4.78         .060         17,581         3,736         4,778         3,286         114,314         4.55         .077         2,637         10,103           55.6         2.00         .043         13.7         23,153         2.01         .034         8,619         3,366         920         1,043         48,988         1.95         .033         3,674         10,103           25.4         .92         .020         6.3         5,422         .47         .008         1,354         525         290         156         11,899         .47         .008         1,889         5,405           6.0         .22         .005         1.4         594         .05         .001         97         *         *         *         2,088         .06         .001         1,491         1,657           13.2         .48         .010         3.2         2,718         .24         .004         755         84         .75         96         8,403         .25         .004         2,011         .414         .416         .42         .006         1,220         .83         .74         .144         .442         .24 | 136.6         4.93         -107         40.3         55.049         4.78         .000         17,581         3,786         4.778         3.286         114,314         4.85         .007         2,837         156         .084           55.6         2.00         .004         1.3         1,512         .13         .002         484         147         *         3,851         .15         .003         3,922         1,003         .035         2,007         .003         3,262         1,007         .003         3,262         1,007         .003         3,262         1,007         .003         3,262         1,003         .003         3,002         1,003         .003         3,002         1,003         .003         3,005         1,003         .003         3,005         1,003         .003         .002         1,003         .003         .002         1,003         .003         .004         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .000         .003         .003 <t< td=""></t<> |

1Albemarle County combined with Charlottesville (independent city).
2Alleghany County combined with Clifton Forge (independent city).
3Arlington County combined with Alexandria (independent city).
4Augusta County combined with Staunton (independent city).
\*Withheld to avoid disclosure.

5Campbell County combined with Lynchburg (independent city).
6Dinwiddie County combined with Petersburg (independent city).
7Elizabeth City County combined with Hampton (independent city).
8Frederick County combined with Winchester (independent city).
Before using these figures, see explanation page 17.

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NEW FACTS ABOUT ... WASHINGTON, D.C.

PROW SALES WANAGENEUT'S.
PROW SALES WANAGENEUT'S.
PRIVING POWER

LS

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120

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ENT

9th in Population

9th in Effective Buying Income

7th in Food Sales

7th in Lumber, Building and Hardware Sales

6th in Retail Sales

5th in Drug Store Sales

and its 1st Newspaper is the Times-Herald!

226,000 Circulation Daily . . . greater than any other Washington newspaper for 6 consecutive years.



WASHINGTON, D. C.

Influences the Greatest Number of People in Washington

VIRGINIA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Р	OPA ( OPULA 2-15-	TION				S/	AIL SALE	S-944 IMATE						INCO		IN	ES— ERTIS- NG TROLS
COUNTY	Total	%	% of	Families	Dollars	% of	% of			E GROUI		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)	of State		Food	General Mdse	Lum Bldg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Giles	14.8	.53	.011	3.4	3,618	.31	.005	755	189	239	195	7,610	.30	.005	2,238	2.035	.006	55
Gloucester	9.4	.34	.007	2.7	2,682	.23	.004	638	105			5,220	.21	.004	1,933	1,115	.005	71
Goochland	7.4	.34	.006	1.6	846	.07	.001	174				2,343	.09	.002	1,464	1,872	.003	50
Grayson	17.3	.62	.014	4.2	5,228	.45	.008	677	777	202	137	11,783	.47	.008	2,805	3,786	.009	64
Greena	4.6	.16	.004	1.1	432	.04	.001	77	•		•	1,740	. 07	.001	1,582	765	.002	50
Greensville	13.8	.49	.011	3.2	4.302	.37	.006	1,180	714	290	137	8,909	.35	.006	2,784	2,400	.007	64
Halifax	36.4	1.31	.029	8.4				1,761	1,512		351					10,095	.016	55
Hanover	17.5	.63	.014	4.3			.006	1.742				11.762		.008			.009	64
9Henrico (Richmond)	252.8	9.12	.199	71.9	209.758		.305	48,027	**42,252	5,031	10,547	434,750	17.30	1		3,590	.278	140
10Henry (Martinsville)	37.8	1.36	.030	8.9	12,581	1.09	.018	3,719		219	538		1.06	.018	2,995		.020	67
Highland	4.1	.14	.003	1.0	504	.04	.001	39				1,926	.08	.001	1,926	1,523	.001	33
lale of Wight	13.1	.47	.010					987	105	227	59			1	1			
11James City	13.6		.011	2.9				1,151	540		326		1				.008	73
King and Queen	5.9	.21	.005			1		271				2.088					.002	
King George			.004	1.5	1			368		•		2,204			1			
King William	7.9	.28	.006	2.1	2,772	.24	.004	638	189	176		6,310	.25	.004	3.005	1,093	.004	6
Lancaster	7.1			1				658		76		6,264			-,			
Lee	32.3									1	137							-
Loudoun	18.5			1					-,	1	351							
Louisa	11.0			1				774		265	78		1		1			
Lunenberg	13.2	.66	.014	3.3	3,024	,26	.004	755	210	390	156	7,122	.21	.005	2,158	3,764	.007	5
Madison.	7.8								1		100	3,387			1.783			

9Henrico County combined with Richmond (independent city). 10Henry County combined with Martinsville (independent city). 11James City County combined with Williamsburg (independent city). \*\*Estimate for independent city, not entire county.

\*Withheld to avoid disclosure.



# Here's PROOF of 12 YEARS CONSISTENT HIGH BUYING POWER in

# NEWPORT NEWS, VIRGINIA

Sales Management Effective Buying Income per capita figures place Newport News-Warwick County highest, or next to highest. among all leading metropolitan counties in Virginia for 1944-1943-1942-1941-1940.

Census of Business Retail Sales per capita figures place Newport

News-Warwick County second only to Richmond and Henrico County for the census years 1939, 1935 and 1933.

Year in and year out, BEFORE the war and DURING the war, people in the Newport News market have had far above average spendable incomes. Naturally they will have them AFTER the war, too!

AND DON'T FORGET—NO other newspaper covers this market but the

# DAILY PRESS & TIMES-HERALD

The Virginia Peninsula's Newspapers NEWPORT NEWS, VIRGINIA

National Representatives: Sawyer-Ferguson-Walker Company · New York · Chicago · Detroit · San Francisco · Atlanta

VIRGINIA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA OPULA 2-15-	TION					EST							INCO		ADVE	ES ERTIS- NG TROLS
COUNTY	Total	%	%	Families	Dellars	%	9%		UR STOF			Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of	of U.S.A.	(in	(in thousands)	of	of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar_ ket Index
Mathews	8.5	.23	.005	. 1.9	1,764	.15	.003	388		•	•	4,501	.18	.003	2,389	808	.004	
Mecklenburg	28.7	1.03	.023	6.8	7,586	.66	.011	1,683	966	466	273	19,140	.76	.013	2,815	8,412		
Middlesex	6.0	.21	.005	1.7	1,638	.14	.002	580	126	88		4,176	.17	.003	2,456	953	.003	80
12Montgomery	33.0	1.18	.028	8.5	9.253	.80	.013	3,158		**939	593	21,506	.86	.014	2,530	3,043	.016	62
18Nansemond (Suffolk)		20.70						3,108					1.17	.020		5,157	.022	85
Nelson			.011	3.2		0.000		561		50		5,986		.004		2,282	.006	55
New Kent			.003	.9	1,188			155	•			3,178				630	.002	87
14Nerfolk (Norfolk-																		100
Portamouth)	343.8	12.41	.270	96.1	177,440	15.39	.258	47,843	**25,020	8,205	**10,060	414,350	16.49	.279	4,312	4,727	.271	100
Northampton	18.2	.57	.013	4.4	6,624	.57	.010	2,361	483	202	195	14,013	.56	.009	3,185	6,650		
Northumberland		.31	.007	2.2	2,088	.18		484				5,243	.21	.004	2,383	1,514	.004	
Nottoway	16.8	.60	.013	4.1	5,652	.49	.008	1,528	504	302	293	12,946	.52	.009	3,158	2,510		
Orange	11.6	.41	.009	3.0	5,508	.48	.008	1,355	651	428	234	11,786	.47	.008	3,929	2,630		
Page	13.1	,48	.011	3.4	3,600	.31	.005	929	294	76	175	8,445	.34	.006	2,484	1,725	.007	64
Patrick	12.8	.40	.010	2.9	1,854	.16	.003	329	126			5,939	.24	.004	2,048	3,207	.005	50
15Pittsylvania (Danville)	88.5							8,274			1.753					14,640		80
Powhatan						.08		213				2,413		1		987	.002	
Prince Edward	12.9							968				11,878				2,250	.008	
16Prince George	20.6							1,892			363							63
Princess Anne	25.9	.93	.020	6.7	6,534	.57	.009	2,593	189	353	292	13,572	.58	.009	2,026	4,855	.011	
Prince William								1,528										
Pulaski								2,148					1					58

<sup>12</sup>Montgomery County combined with Radford (Independent city).
13Nansemond County combined with Suffolk (Independent city).
14Norfolk County combined with Norfolk, South Norfolk and Portsmouth (Independent cities)

\*Withheld to avoid disclosure. Before using t'ese f'gures, see explanation page 17.
15 Pittsylvania County combined with Danville (independent city)
16 Prince George County combined with Hopewell (independent city).
\*\*Estimate for independent city, not entire county.

# How to Make Testing Profitable

WTAR'S complete, economical coverage of the

# no.1 test market

gives you accurate answers to product, package and ad-questions

#### Look at NORFOLK\*-

Sized right for thorough coverage, on a test budget. Ample for profitable sales volume—650,000 people who buy as a metropolitan unit.

### **Durable Prosperity**-

One of the nation's vital industrial ports, prepared for foreign and coast-wise shipping's mammoth activity; busy with a great industrial activity requiring only 10% reconversion for full peace-time production.

#### NORFOLK\* is Accessible-

Easy to supply, easy to watch and check. Norfolk's\* accessibility is another durable advantage for test-marketing.

### COVER NORFOLK\* Completely, Economically—

WTAR dominates the NORFOLK\* market, reaching more listeners than all other stations combined, with listening to outside stations practically nil.... Details on Hooper reports available on request.

\*NORFOLK METROPOLITAN MARKET: a market unit of 3 adjoining cities: Norfolk, Portsmouth and Newport News, Virginia.



NBC NETWORK 5000 Watts Day and Night

National Representatives: Edward Petry & Co.

NORFOLK, VIRGINIA

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COUNTY	Total	0%	%	Families	Dollars	%	% of			E GROUI		Dollars	% of	%	Per	Gross Farm Dollars	% of	Quality
	(in thou- sands)	% of State	of U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam- lity	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Inde
Rappahanneck	6.1 5.8	.22	.005	1.4	954 1,656	.08	.001	271 581	:			2,575 2,830	.10 .11	.002	1,839 2,021	2,155 1,302		40
17Reaneke (Reaneke) 18Reckbridge 19Reckingham	104.8 23.7	3.78	.082	28.3 6.0	74,174 8,892	6.44	.108	17,001 1,831	11,337 943	1,986 287	3,440	132,996 19,327	5.29	.000	4,700 3,221	3,086 3,440		
(Harrisonburg)	38.1 23.4	1.38	.030	9.9 5.2		1.93	.005	2,790 503	147	1,090 252	708 78	8,793	1.72	.006	1,691	13,771 4,897		4
ScottShenandoah	25.3	.70	.019	5.9	3,384	.53	.005	1,548	168 357	479	78	8,074 14,082	.32	-	1,388	5,461		1
Smyth	27.1	.98	.021	5.8	6,448	.56	.009	1,742	819 924	428 466	293 273	15,683	.82	.011	2,704 2,494	4,132 6,415	.012	1
(Fredericksburg)	21.3 8.7	.77	.017	5.7 2.1	15,329 900	1.33	.022	3,493 503	2,029	_ 867	655	31,297 2,552	1.25		5,491 1,215	2,030 1,225		12
SurrySussex	5.2 11.7	.19	.004	1.4	1,088 2,826	.10	.004	310 658	168	:	97	2,552 6,171	.10		2,204	2,022 3,337	.005	
Tazewell	41.8 11.4 80.1	1.51 .41 2.89	.033	9.6 2.9 22.6	13,536 5,526 50,480	1.18 .48 4.38	.008	2,632 1,219 11,730	1,155 735 9,750	794 416 1,780	624 254 1,992	28,768 11,693 120,580	1.15 .47 4.80	.008	4,032	3,855 1,645 584	.008	8
22Washington (Bristol)	48.4	1.68	.036	11.3	15,007	1.30	.022	3,096	1,819	1,446	716	34,104	1.36	.023	3,018	7,568	.025	
Westmoreland	8.8 48.1 20.9	.32 1.74 .75	.007	2.3 11,0 4.9	2,160 13,400 6,984	1.16 .61	.003 .019 .010	3,386 1,296	1,344	101 441 592	78 507 254	5,336 30,322 14,639	1.21 1.21	.004	2,757	1,730 1,982 3,856	.024	1
York	10.6	.38	.008	2.7	1,512	.13	.002	735		13	-	3,990				574		1

### WEST VIRGINIA - County Data

Barbour	10.8	0.0	019		3,320	***	.005	1,054	405	25	88	7,448	.56	.005	1,732	1,961	.007	54
Berkeley (Martineburg)	16.5		.013	7.3	10, 189	1.60	.015	2.737	1,390	597	550	19,724	1.50		2,702	3,284	.015	71
		1.51			6,778	1.07	.010	1.717	898	279	500	11,086	.84	19000	1,848	588	.011	82
Boone	26.2		.021	8.0	-,			697	229	89	120	6,728	.51	.005		2,414	.006	46
Braxton	16.5	.95	.013	3.8	2,891	.45	.004		440	622	241					490	.012	67
Brooke	22.3	1.29	.018	5.8	6,609	1.04	.010	2,567	440	622	241	15,366	1.17	.010	2,649	490	.012	01
Cabell (Huntington)	89.0	5.14	.070	24.7	55,917	8.79	.081	12,360	10,263	2,947	2,811	111,700	8.47	.075	4,522	1,703	.076	109
Calhoun	8.8	.51	.007	1.9	1,514	.24	.002	255	106	64		3,004	.23	.002	1,581	1,434	.003	43
Clay	13.1	.76	.010	2.8	2,166	.34	.003	510	616			5,116	.39	.003	1,827	711	.004	40
Doddridge	8.0	.46	.006	2.0	1,621	.25	.002	595	•	178	•	4,050	.31	.003	2,025	1,005	.003	50
Fayette	71.6	4.13	.056	17.1	25,217	3.96	.037	4,687	6,718	890	654	44,812	3.40	.030	2,621	1,372	.037	86
Glimer	8.8	.51	.007	2.1	1,454	.23	.002	544		63		2,601	.20	.002	1,239	1,434	.003	43
Grant	7.4	.43	.006	1.8	1.714	.27	.002	391	106	25	•	3,714	.28	.003	2,063	1,201	.003	50
Greenbrier	33.5	1.93	.026	8.1	9,945	1.56	.015	2,890	405	419	250	18,630	1.41	.013	2,300	3,456	.016	62
Hampshire	11.3	.65	.009	2.8	2,295	.36	.003	782	123	165		4,808	.36	.003	1,717	2,341	.004	44
Hancock	29.9	1.73	.023	7.7	10,236	1.61	.015	4,318	704	533	310	22,373	1.70	.015	2,906	343	.017	74
Hardy	9.0	.52	.007	2.1	1,683	.26	.002	272	88	59	52	3,292	.25	.002	1,568	2,610	.003	43
Harrison (Clarksburg)	72.0	4.16	.057	19.2	31,197	4.90	.045	8,704	5,632	1,524	1,324	68,606	5.20	.046	3,573	3,468	.048	84
Jackson	13.9	.80	.011	3.5	2,739	.43	.004	476	352	229	86	6,498	.49	.004	1,857	2,439	.006	55
Jefferson	15.0	`.87	.012	4.0	3,947	.62	.006	1,139	422	229	172	8,561	.65	.006	2,140	2,671	.007	58
Kanawha (Charleston)	224.2	12.94	.176	58.2	108,455	16.74	.155	24,093	16,794	4,978	4,036	238,112	18.06	.160	4,091	3,002	.162	92
Lewis	18.2	1.05	.014	4.4	5,692	.90	.008	1,649	651	241	275	10,999	.83	.008	2,500	2,206	.009	64
Lincoln	18.5		.015	4.0	2,387	.38	.003	459	246	•		4,329	.33	.003	1.082	1,642	.005	33
Logan (Logan)	62.6		.049	14.1	22,950	3.61	.033	3,519	3,309	508	580	42,260	3.20	.029	2,997	723	.034	69
McDowell (Welch)	92.8	5.36	.073	21.3	32,910	5.17	.048	6,256	4,506	394	602	58,605	4.44	.039		1,336	.049	67
Marien (Fairment)	63.2	3.65	.050	17.0	25,230	3.97	.037	7,021	4,664	1,207	877	56,724	4.30		3,337	2,010	.040	80
Marshall	36.0	2.08	.028	9.1	8,767	1.38	.013	4,012	440	432	327	17,612	1.34	.012	1,935	2,353	.016	57
Maeon	20.6		.016	5.2	3,106	.49	.005	1,173	334	140		7,438	.56		1,430	2,794	.007	44
Mercer (Bluefield)	50.5	3.44	.047	14.6	24,786	3.90	.036	5,576	4,259	533	1,490	58,557	4.44		4,011	2,622	.040	85
Mineral	19.8	1.14	.016	5.2	5,908	.93	.009	2,057	563	140	155	10,673			2,053	1,225	.009	56
Mingo (Williamson)	40.2		.032	9.3	12,470	1.98	.018	3,502	1,707	533	430	27,738	2.10	0	2,983	1,176	.021	66
( Trimbheon)	-0.2	2.94	.002	3.0	12,410	1.50	.010	5,002	.,,,,,,	355	400	27,100			-,505	.,		

<sup>\*</sup>Withheld to avoid disclosure.

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<sup>17</sup>Roanoke County combined with Roanoke (independent city).
18Rockbridge County combined with Buena Vista (independent city).
19Rockingham County combined with Harrisonburg (independent city).
20Spotsylvania County combined with Fredericksburg (independent city).

For Virginia City figures, see page 144.

<sup>21</sup>Warwick County combined with Newport News (independent city). 22Washington County combined with Bristol (independent city).

Before using these figures, see explanation page 17.

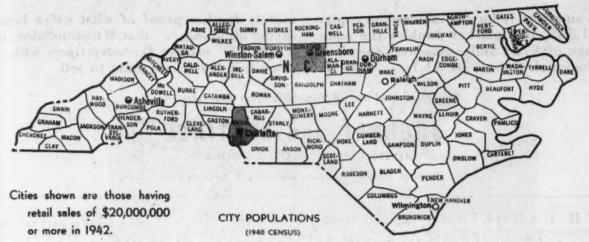
## Sales Management

# SOUTH ATLANTIC STATES

### North Carolina

(See also Delaware, Maryland, District of Columbia, Virginia,

West Virginia, South Carolina, Georgia, Florida)



Counties shaded are those having retail sales of \$50,000,000 or more in 1942.

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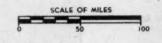
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O UNDER 50,000

● 50,000 TO 100,000

• 100,000 OR OVER



Prepared by CHARTMAKERS -P

### WEST VIRGINIA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA ( OPULA 2-15-	TION				SX.	SALES EST	5—1944 IMATE					BUYING ES			IN	RTIS-
COUNTY	Total	% of	% of	Families	Dollars	%	% of			E GROUF		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		U.S.A	(in theu- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(In thousands)	of State	u.s.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	ef Mar- ket Index
Monongalia (Morgantown)	50.4	2.91	.040	14.0	20,456	3.22	.030	6,375	3,608	711	774	41,185	3.12	.028	2,942	1,875	.031	78
Monroe	11.8	.68	.009	2.7	1,714	.27	.002	544	123			3,656	.28	.002	1,354	2,439	.003	33
Morgan	7.6	.44	.008	2.0		.23	.002	867		114		3,330	.25	.002	1,665	1,054	.003	50
Nicholas	19.6	1.13	.015	4.4	3,504	.55	.005	1,275	310	229		7,170	.54	.005	1,630	1,838	.007	47
Ohio (Wheeling)	64.3	3.71	.051	18.4	50,575	7.95	.073	12,724	11,641	1,000	2,648	90,691	6.88	.061	4,928	1,299	.063	124
Pendleton	8.8	.51	.007	1.9	1,484	.23	.002	85				2,908	.22	.002	1,531	2,059	.003	42
Pleasants	5.4	.31	.004	-1.4	1,866	.29	.003	612	229	76		3,810	.29	.003	2,721	466	.003	78
Pecahentas	11.4	.66	.009	2.7	2,769	.44	.004	748	70	191		6,373	.48	.004	2,360	1,961	.005	56
Preston	25.9	1.50	.020	6.5	5,156	.81	.008	1,734	352	203	138	10,673	.81	.007	1,642	2,537	.010	50
Putnam	16.3	.94	.013	3.9	3,274	.51	.005	884	•	•	•	6,507	.49	.004	1,668	1,385	.006	46
Raleigh (Beckley)	79.7	4.60	.063	18.7	30,860	4.85	.045	5,865	7,568	1,130	874	62,098	4.71	.042	3,321	1,850	.047	78
Randolph (Elkins)	26.2	1.51	.020	6.4	9,104	1.43	.013	2,465	1,549	381	378	17,199	1.30	.012	2,687	1,997	.014	- 70
Ritchie	11.5	.66	.009	3.1	2,831	.45	.004	748	158	127	120	6,171	.47	.004	1,991	1,458	.005	56
Reane	15.7	.91	.012	3.5	3,397	.53	.005	952	405	140		7,074	.54	.005	2,021	2,071	.006	56
Summers	17.1	.99	.013	4.2	4,208	.68	.006	1,258	616		•	7,515	. 57	.005	1,789	1,679	.007	54
Taylor	16.8	.97	.013	4.4	4,988	.78	.007	1,853	563	127	292	11,028	.84	.008	2,506	1,065	.009	61
Tucker	10.2	.59	.008	2.1	2,632	.41	.004	850	176	63	86	6,315	.48	.004	2,526	613	.005	
Tyler	9.5	.55	.007	2.1	2,953	.46	.004	799	194	254	65	6,939	.53	.005	2,669	1,017	.005	7
Upshur	15.7	.91	.012	4.	3,871	.61	.006	1,275	352	216	189	6,997	.53	.005	1,666	1,667	.007	5
Wayne (Huntington)	30.1	1.74	.024	7.	3,335	.53	.005	850	106	521	138	14,713	1.12	.010	2,102	1,630	.011	4
Webster	15.1	.87	.012	3.	3,025	.48	.004	561	123		86	5,970	.4	5 .004	1,756	809	.008	5
Wetzel	18.5		1					2,023	229	419	18	11,604					.009	6
Wirt	4.9	.28	.004					68				1,584	.13	2 .001	1,21			8
Wood (Parkersburg)	55.3							7,667	4,400	1,218	90	60,75	4.6	1 .041	3,84	2,292	.041	9
Wyoming	29.7							1,343							-			
STATE TOTAL	1,732.		1.36	435.	9 636,15	,	.924	160,437	101,528	25,354	22,80	0 1,318,75	,	. 88	3,02	94,82	.994	7

\*Withheld to avoid disclosure.

For West Virginia City figures, see page 146.

### You Can Take It From Sales Management\*

## WINSTON-SALEM IS AN "ABOVE-THE-AVERAGE" MARKET

### . . . in North Carolina and the United States

With an effective buying income per capita of \$1,555, this market doubles the state average of \$724 and ranks well ahead of the national average of \$1,166. This is

merely further proof of what we've been saying all along . . . that Winston-Salem is a "MUST" market for advertisers with a story to tell or something to sell.

\*Figures quoted are off-the-griddle from this magazine.

### JOURNAL and SENTINEL

WINSTON-SALEM, NORTH CAROLINA

National Representatives: Kelly-Smith Company

### NORTH CAROLINA - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

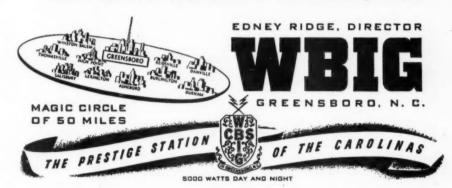
	P	OPA ( OPULA 2-15-	TION					EST						BUYING D ES			SALI ADVE IN CONT	RTIS-
COUNTY	Total	% of	% of	Families	Dollars	%	%			E GROUI		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)		of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Namance (Burlington)	57.6	1.72	.045	14.2	23.045	2.10	.033	5.978	3,106	947	1.096	51,350	2,12	.035	3,616	5,905	.038	80
lexander	12.5	.37	.010	2.9	1,875	.17	.003	172		77	113	4,697	.19	.003	1,620	2,737	.004	40
lleghany		.20	.005	1.7	980	.09	.001	57	104			2,642	.11	.002	1,554	1,976	.002	40
neen	25.3	.76	.020	5.7	5,202	.47	.008	1,547	808	192	151	12,719	.52	.009	2,231	4,957	.011	55
ahe	18.8	.56	.015	4.3	2,098	.19	.003	210	187	154	•	6,439	.27	.004	1,497	4,022	.006	40
very		.35	.009	2.5	946	.09	.001	191		•	•	2,520	.10	.002	1,008	2,074	.003	33
eaufort		.94	.025	7.5		.87	.014	2,750	1,319	422	340	22,955	.95	.015	3,061	11,529	.017	68
ertis		.70	.018	5.1	4,506	.41	.007	726	436	269	113	10,758	.44	.007	2,109	8,964	.009	50
laden		.73	.019	5.5	4,850	.44	.007	993	533	•	132	9,995	.41	.007	1,817	7,528	.009	47
irunswick	17.0	.51	.013	4.0	1,978	.18	.003	707	•		76	4,532	.19	.003	1,133	3,174	.005	38
uncombe (Asheville)		2.91	.077	25.4	,	5.05		14,206	9,693	1,605	2,582		4.89	.080	4,669	7,817	.079	103
urko		1.05		7.7		.85		2,540	892	909	378	18,619	.77	.013		2,717	.016	57
abarrus (Concord)		1.83		14.7	24,183	2.20		6,227	4,903	1,242	983		1.88	.031		3,833	.036	75
aldwell		1.00		7.7		.85		2,292	841	563	359	18,744	.77	.013	2,434	2,624	.016	82
amden	4.8	.14	.004	1.2	361	.03	.001	267	•		•	991	.04	.001	826	2,018	002	50
Carteret		.53		4.5	,	.46		2,063	308	294	284	9,878	.41	.007	2,195		.008	57 43
aswell		.54		3.8	.,,	.16		344	100	26		5,443	.23		1,432		.006	70
atawba (Hickory)		1.40		11.4				3,877	2,440	819	605		1.38			5,200	.026	
hatham		.68		5.1	-,	.42		974	358	218	113		.47	.008	2,245		.010	
Cherokee	18.6	.50	.013	3.8	2,890	.28	.004	707	240	141	151	6,417	.26	.004	1,689	1,850	.006	96
howan		.31	.008	2.5	2,958	.27	.004	802	326		132	6,833	.28	.005	2,733	3,762	.005	
lay		.13	.004	1.1	292	.03		76		•	•	913	.04	.001	830	1,134	.001	25
Cleveland (Shelby)		1.59	.042	12.3	15,600	1.42	.023	3,419	3,038	627	529		1.37	.022	2,694	11,688	.026	
Columbus		1.26						2,063	1,150	307	359		.76	1			.017	
Craven (New Bern)	35.7	1.07	.028	9.1	10,234	.93	.015	2,483	1,605	333	397	24,836	1.02	.017	2,729	7,073	.019	61
Cumberland (Fayetteville)	62.5	1.87	.049	13.7	17,320	1.58	.025	3,916	2,868	486	643	36,909	1.52	.025	2.694	7,050	.030	6
Currituck		.18				1		210				1.879	.08		1,253		.002	
Dare	4.6	.14		1.5								2,699	.11				.002	
Davidson (Lexington)		1.49							1,831	550	586	,	1.38				.025	
Davie									528	141	113						.005	8
Duplin	35.0	1.08	.028	8.1	6,622	.60	.010	1,681	621	282	246	15,765	.65	.011	1,923	15,247	.014	
Durham (Durham)	. 80.5	2.40	.063	21.7	54,138	4.93	.079	11,185	9,825	1,495	2,472	115,533	4.76	.078	5,324	3,754	.075	
Edgecombe (Rocky Mount).		1.2	.034	9.	15,200	1.3					359				3,680	13,808	.025	
Forsyth (Winsten-Salem)		3.20	.086	28.	54,60	4.9	.079	10,858	9,677	2,300	2,678	140,294	5.79	.095	4,888	7,316		
Franklin		.82	.021	6.3	4,86	.42	.007	1,166	334	179	246	11,110	.46	.007	1,763	10,212		
Gastonia)	. 91.3	2.73	.072	22.	26,987	2.4	.039	8,882	3,596	1,459	1,077	55,205	2.2	.037	2,498	4,923		
Gates		.27	.007	2.1	1,11			344				1,872	.00	.001	936	3,240		
Graham		.30	.001	2.0	8 60:	.0	.001	38			1	2,340	.10	.002	900	858	.003	2

<sup>\*</sup>Withheld to avoid disclosure.



Prestige is that intangible something that cannot be bought over the counter. It is an influence that results from reputation or achievement.

We are proud of our slogan here at WBIG. We appreciate the trust that has been manifested by those who live and listen in "The Magic Circle"...that rich Urban and Rural Market that is dominated by WBIG.



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# First in America

No newspaper, morning or evening, published in the U.S., in a city of comparable size, has a circulation equal to that of The Charlotte Observer. The Observer carries more advertising than any other newspaper in the two Carolinas.

DAILY in excess of

108,000

SUNDAY

117,000

Represented Nationally by Story, Brooks & Finley

# The Foremost Newspaper of the two Carolinas

CHARLOTTE, NORTH CAROLINA

NORTH CAROLINA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Р	OPA OPULJ 2-15-	TION				RETA	IL SALE	S-1944 IMATE					BUYING			10	ES- ERTIS- NG TROLS
COUNTY	Total	% of	% of	Families	Dollars	% of	9%			RE GROU		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		u.s.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Granville	26.6	.79	.021	6.0	6,158	.56	.008	1,356	747	486	321	14,131	.58	.010	2,355	9,397	.012	57
Greens	16.1	.48	.013	3.3	2,563	.23	.004	363				7,495	.31	.005	2,271	10,794	.006	46
High Point)	150.6	4.50	.118	39.0	74,833	6.82	.109	16,597	12,551	2,306	3,405	163,050	6.72	.110	4,181	12,702	.111	94
Halifax	50.6	1.51	.040	11.0	13,775	1.26		4,145	1.769	742	605	29,093	1.20		2.645	11,694	.024	60
Harnett	40.7	1.22	.032	9.1	9,443	.86	.014	2,216	1.631	243	473	22,926	.95	.014	2,519	15,365	.018	56
Haywood	30.2	.90	.024	7.1	9,305	.85	.014	1,528	452	666	473	18,660	.77	.012	2,628	4,581	.016	67
Henderson (Hendersonville).	23.7	.71	.019	6.2		.86	.014	2,349	963	589	416	21,252	.88	.014	3,428	3,163	.015	79
Hertford	16.7	.50	.013	3.7	4,334	.39	.006	1,242	865	205	132	8,584	.35	.006	2,320	6,226	.007	54
Hoke	13.9	.42	.011	2.9	2,322	.21	.003	458	295			6,591	.27	.004	2,273	4,736	.005	45
Hyde	6.3	.19	.005	1.5	722	.07	.001	210				1,342	.06	.001	895	1,715	.002	
Iredell (Statesville)	45.9	1.37	.036	11.2	13,224	1.21	.019	3,304	2,417	563	567	28,070	1.16	.019	2,506	7,468	.022	61
Jackson	15.6	.47	.012	3.5	3,457	.32	.005	535	707	218	•	7,627	.31	.005	2,179	2,596	.006	50
Johnston	55.3	1.65	.043	12.9	12,848	1.17	.019	2,197	1,886	358	491	30,591	1.26	.021	2,371	28,161	.025	58
Jones	9.7	.29	.008	2.1	1,066	.10	.002	401				2,110	.09	.001	1,005	4,751	.003	
Lee	18.0	.54	.014	4.3	6,384	.58	.009	1,604	884	358	302	11,856	.49	.008	2,757	4,218	.010	
Lenoir (Kinston)	38.4	1.15	.030	8.9	15,394	1.40	.022	2,655	3,753	489	624	34,969	1.44	.024	3,929	13,556	.025	
Lincoln	22.1	.66	.017	5.1	5,177	.47	.008	1,165	786	205	170	12,423	.51	.008	2,436	5,500	.010	59
McDowell	20.5	.61	.016	4.8	4,902	.45	.007	1,318	531	256	265	10,052	.41	.007	2,094	1,750	.009	
Macon	13.7	.41	.011	3.2	2,838	.26		649	255	230	132	6,050	.25	.004	1,891	2,717	.005	
Madison	17.5	.52	.014	4.0	2,219	.20	.003	439	334		113	6,866	.28	.005	1,717	5,466	.006	1
Martin	23.4	.70	.018	4.9	6,777	.62		879	1,100	205	208		.62	.010	3,080	11,007	.012	
Mecklenburg (Charlotte)	146.2		.115	37.8	99,430	9.06		19,325	21,552	3,788	4,799	213,405		.144	5,646	6,900	.138	0.000
Mitchell	13.8	.41	.011	3.1	2,752	.25		229	197		95	5,999	.25			2,273	.005	
Montgomery	15.4	.46	.012	3.7	3,922	.36		1,012	491	115	132	9,682		.007	2,617	2,305	.008	
Moore	29.8	.89	.023	7.0	8,067	.74	.012	2,407	668	499	397			.013	2,729	5,055	.015	
Nash (Rocky Mount)	49.8	1.49	.039	11.3	15,119	1.38	.022	3,839	1,769	909	888	29,315	1.21	.020	2,594	17,007	.024	62

\*Withheld to avoid disclosure.

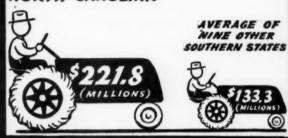
# NORTH CAROLINA

IS THE SOUTH'S

No. 1 STATE

IN AGRICULTURE

NORTH CAROLINA



IN INDUSTRY

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES

\$536.5 (MILLIONS)

WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS! AT 680 KC!



WPTF · RALEIGH



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## "MONEY TALKS"

IN

# SOUTH CAROLINA'S TOP MARKET GREENVILLE COUNTY'S WAR EFFORT RECORD "SPEAKS OUT LOUD"

 QUOTA \$35,396,000.00

\$ALES \$56,687,949.75 12,270,997.50 EXCEEDED \$21,291,749.75

175,215.70 110,000.00 193,924.87 151,132.00 \$33,562,747.25 18,709.17 41,132.00 Van Wal

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\$35,681,215.70

\$69,304,004.12

\$33,622,588.42

WHERE THERE'S MONEY . . . THERE'S SALES . . . ACTUAL Not Potential

THE GREENVILLE NEWS (Morning)

THE GREENVILLE PIEDMONT (Evening)

With Their Combined Circulation of 71,681 Daily COVER THIS MARKET COMPLETELY

The Greenville News

MORNING and SUNDAY
Represented by
WARD-GRIFFITH CO., INC.

New York, Boston, Atlanta, Charlotte, Chicago, Detroit, Salt Lake City, San Francisco



GREENVILLE PIEDMONT

EVENING
Represented by
WARD-GRIFFITH CO., INC.

New York, Boston, Atlanta, Charlotte, Chicago, Detroit, Salt Lake City San Francisco

NORTH CAROLINA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

3.3	Р	OPA OPULA 2-15-	TION				RETA SA	EST	5—1944 MATE					D ES				ERTIS-
COUNTY	Total	ey.	9%	Families	Dollara	ey.	0%			RE GROU		Dollars	%	0%	Per	Gross Farm Dollars	%	Qual-
	(in thou- sands)	% of State	of U.S.A.	(in	(in thousands)	of State	of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of	% of U.S.A.	fam-	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
New Hanover (Wilmington)	79.1	2.36	.082	21.5	29,468	2.69	.043	5,902	4,480	870	1,474	75,985	3.12	.051	3,534	1,958	.051	82
Northampton	25.6	.76	.020	5.5	2,789	.25	.004	630	491	77	151	6,204	.26	.004	1,128	7,707	.007	35
Onslow	27.5	.82	.022	6.3	2,614	.24	.002	974	157	51	95	5,614	.23	.004	891	5,087	.007	30
Orange	21.9	.65	.017	5.4	5,934	.54	.009	1,662	570	435	284	11,904	.49	.008	2,204	5,185	.010	50
Pamilco	8.6	.26	.007	2.1	791	.07	.001	439				2,206	.09	.001	1,070	3,004	.002	21
Pasquotank (Elizabeth City).	22.9	.68	.018	5.9	8,514	.78	.012	2,445	1,218	397	227	19,961	.82	.013	3,383	3,284	.014	71
Pender		.49	.013	3.8	2,270	.21	.003	688	238			5,188	.21	.003	1,385	3,991	.005	
erquimans	9.3	.28	.007	2.3	2,030	.18	.003	516	138			4,653	.19	.003	2,023	2,943	.004	5
Person	22.2	.66	.017	4.9	5,194	.47	.008	1,203	707	256	246	12,129	.50	.008	2,475	7,755	.010	
Pitt (Greenville)	58.0	1.67	.044	12.5	20,451	1.88	.030	3,438	3,485	512	510	43,217	1.78	.029	3,457	23,910	.032	
Palk	10.1	.30	.008	2.4	1,772	.16	.003	518	79	•	132	5,449	.22	.004	2,270	2,026	.005	6
Randelph	38.8	1.15	.030	9.6	9,701	.88	.014	2,216	1,317	358	378	16,874	.70	.011	1,758	5,399	.016	
Richmond	34.9	1.04	.027	8.3	10,200	.93	.015	2,638	2,515	512	265	24,752	1.02	.017	2,982	3,899	.018	
Robeson (Lumberton)	73.8	2.20	.058	16.4	21,886	1.99	.031	3,915	2,478	832	737	41,512	1.71	.028	2,531	24,957	.035	
Rockingham (Reidsville)	54.1	1.62	.043	13.0				4,428	2,063	678	737	37,426	1.54	.025	2,879	10,339	.029	6
Rowan (Salisbury)	56.5	1.68	.044	14.2	24,247	2.21	.035	6,628	3,380	1,385	1,172	52,798	2.18	.036	3,718	6,486	.037	8
Rutherford		1.16	.030	9.1	9,079	.83	.013	2,389	1,061	512	359	20,007	.83	.013	2,199	6,192		
lampson	42.8	1.28	.034	9.5	8,841	.81	.013	2,063	1,120	410	302	19,103	.79	.013	2,011	18,080		5
leotland	21.7		.017	5.0	5,642		.008	1,585	1,513	154	227	11,004	.45	.007	2,201	4,200		
Itaniy (Albemarie)	30.6		.023	7.6	10,406			2,025	1,277	960	416	20,583			2,708	3,752		
tokee	. 18.7	.56	.015	4.3	2,494	.23	.004	458	138	230		7,022	.29	.005	1,633	9,513	.007	4
Burry								2,540	2,417	1,050	529					9,751	.021	6
iwaln	12.1		.010					382	98	84		3,065						
Transylvania			.010					821	238	128	189	6,747	.28	.005	2,327	1,296		1 -
Tyrrell	4.7	.14	.004	1.1				191	79			1,373	.06	.001	1,248	1,608		
Union	35.4	1.09	.029	8.5	8,376	.78	.012	1,719	1,434	391	321	20,592	.85	.013	2,423	8,802	.017	5

\*Withheld to avoid disclosure,

	P	OPA ( OPULA 2-15-	TION				S/A	EST	1944 MATE					BUYING			ADVE	ES— ERTIS NG TROL
COUNTY	Total	% of	% of	Families	Dollars	%	%			E GROUF of dollars		Dollars	% of	%	Per	Gross Farm Dollars	% of	Qua
	(in thou- sands)	State	U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Inde
Vance (Henderson)	27.0	.81	.021	6.2	9,372	.85	.014	2,101	1,631	384	416	20,394	.84	.014	3,289	6,794	.016	7
Wake (Raieigh)	103.4	3.09	.081	24.8	44,225	4.03	.064	7,047	5,770	1,250	2,174	101,153	4.17	.068	4,079	18,587	.069	8
Warren	20.7	.62	.016	4.3	3,904	.36	.006	898	511	141	151	9,909	.41	.006	2,304	5,216	.009	
Washington	11.5	.34	.009	2.6	2,167	.20		630	236	38	95	4,963	.20		1,909	2,782	.004	1
Watauga	15.4	.46	.012	3.5	3,130	.29	.004	554	413	192	113	6,934	.29	.005	1,981	3,609	.006	1
Wayne (Goldsboro)	59.2	1.77	.047	13.2	16,662	1.52	.024	3,553	3,380	1,293	605	40,005	1.65	.027	3,031	16,009	.030	
Vilkes	36.9	1.10	.029	8.3	7,671	.70	.011	1,394	1,434	397	265	16,271	.67	.011	1,960	5,340	.015	
Vilson (Wilson)	45.7	1.37	.036	10.9	16,959	1.55	.025	3,113	2,358	640	718	36,643	1.51	.025	3,362	16,642	.027	
adkin	17.8	.53	.014	4.2	2,081	.19	.003	497	255	51		5,045	.21	.003	1,201	6,490	.005	
fancey	13.0	.39	.010	2.9	1,170	.11	.002	210	39	•		4,125	.17	.003	1,422	3,237	.004	1
TATE TOTAL	3,347.5		2.629	799.0	1,097,330		1.593	248,022	170,443	45,076	45,926	2,425,004		1.634	3,035	635,332	1.820	

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SOUT	H CA	RO	LIN	A -	County	Data

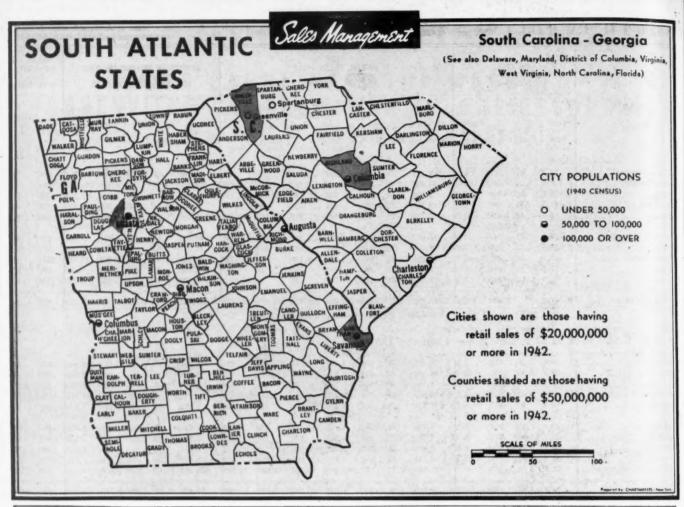
bbeville	18.4	1.03	.014	4.6	4,468	.75	.006	1,483	738	179	226	9,251	.77		2,011	3,441	.008	5
iken	46.1	2.58	.036	12,4	11,107	1.86	.016	4,667	760	474	493	25,292	2.11	.017	2,040	5,898	.021	5
lendale	11.1	.62	.009	2.7	2,243	.37	.003	783	195	128	103	4,964	.41	.003	1,839	2,092	.004	4
nderson (Anderson)	76.6	4.28	.060	19.2	28,362	4.41	.038	7.437	4.123	1,178	1,174	52,711	4.39	.036	2,745	11,142	.041	€
amberg	15.5	.87	.012	3.7	4,575	.76	.007	1,236	781	141	185	9,295	.78	.006	2,512	3,359	.008	•
arnwell	16.0	.89	.013	4.1	3,720	.62	.005	1,195	521	179	185	9,859	.82	.007	2,405	3,737	.008	8
aufort	22.2	1.24	.018	5.4	4,486	.75	.007	1,648	326	192	144	10,243	.85	.007	1,897	2,156	.009	
rkeley	24.5	1.37	.019	5.6	3,453	.5B	.005	1,236			123	6,891	.57	.005	1,231	2,243	.008	-
alhoun	13.5	.75	.011	3.2	3,186	.53	.005	1,112	282	128	103	6,642	.55	.004	2,076	3,923	.006	-
harleston (Charleston)	161.8	9.04	.127	46.1	63,924	10.70	.093	17,465	10,320	2,254	3,323		11.63	.094	3,028	4,213	.100	
herokee	28.8	1.61	.023	6.8	7,850	1.31	.011	1.957	1,280	358	349	14,621	1.22	.010	2,150	4,226	.013	
hester	27.3	1.53	.021	6.6	9,025	1.51	.013	3,440	1,411	320	329	17,822	1.49	.012	2,700	3,927	.013	
hesterfield	30.6	1.71	.024	6.9	7,529	1.28	.011	2,019	1,259	294	349	15,940	1.33	.012	2,310	6,108	.014	
larendon	26.2	1.46	.021	5.4	5,251	.88	.008	1,257	694	141	164	10,310	.86	.007	1,809	6,424	.010	-
olleten	24.7	1.38	.019	6.2	5,910	.99	.009	1,421	716	320	247	11,002	.92	.007	1,775	3,582	.010	-
arlington	41.9	2.34	.033	10.3	12,745	2.13	.019	3,626	2,886	730	534	24,953	2.08	.017	2,423	8,015	.021	
illon	26.4	1.47	.021	5.9	8,764	1.13	.010	1.875	716	346	267	12,550	1.05	.008	2.127	7,890	.011	
Parchester	20.7	1.16	.016	5.0	4,325	.72	.006	1,442	499	102	226	8,543	.71	.006	1,709	2.571	.008	
dgefield	15.4	.86	.012	3.8	3,471	.58	.005	1.092	369	282	185	7,295	.61	.005	1,920	3,476	.006	
airfield	20.6	1.15	.016	4.8	4,699	.79	.007	1,504	564	166	206	9,606	.80	.006	2,001	2,577	.008	
lerence (Florence)	64.8	3.62	.051	15.4	25,988	4.35	.038	4,820	4,839	1,115	907	50,052	4.18	.034	3,250	13,719	.039	
sorgetown	25.7	1.43	.020	6.3	6,995	1.17	.010	2,760	890	154	473	14,605	1.22	.010	2,318	1,520	.012	
reenville (Greenville)	140.4	7.84	.110	37,6	69,487	11.63	.101	17,660	12,281	3,624	3,234	141,297	11.77	.095	3,758	8,016	.100	
Greenwood (Greenwood)	37.0	2.07	.029	9.5	15,985	2.68	.023	4,573	2,691	986	678	31,617	2.63	.021	3,328	2,722	.023	
-lampton	15.7	.88	.012	4.0	2,563	.43	.004	494	564	154	103	7,397	.62	.005	1,849	2,342	.006	
Herry (Conway)	48.2	2.69	.038	10.9	14,561	2.44	.021	3,749	2,561	640	781	26,911	2.24	.018	2,469	14,960	.023	
asper	8.7	.49	.007	2.1	1,139	.19	.002	227				1,800	.15	.001	857	560	.003	
Kershaw	34.8	1.94	.027	8.2	6,835	1.14	.010	2,287	911	448	329	14,407	1.20	.010	1.757	4,222	.013	
Lancaster	22.4	1.25	.018	5.1	8,722	1.46	.013	2,472	1,779	474	370	14,958	1.25	.010	2,933	3,961	.013	
aurens	36.4	2.03	.029	8.9	11,624	1.95	.017	3,605	1,562	512	534	22,739	1.89	.015		5,727	.018	
Lee	18.4	1.03	.014	4.2	5,126	.86	.007	1,648	499	230		9,770	.81	.007	2,326	5,726	.008	
exington	35.8	2.00	.028	9.0	7,173	1.20	.010	2,101	629	448	308	16,184	1.35	.011	1,798	4,687	.014	
McCormick	8.0	.45	.006	1.9	1,549	,26	.002	474	282			3,066	.26	.002		1,571	.003	
Marion	27.5	1.54	.022	6.5	9,149	1.53	.013	2.472	1.868	307	677	15,671	1.31	.011	2,411	5,448	.014	
Mariboro	29.1	1.63	.023	6.8	7,690		.011	2,307	1,324	602	288	16,530	1.38	.011		8,902	.013	
Newberry	29.3	1.64	.023	7.5	9,843	1.65	.014	2,410	1,541	384	411	17,356	1.45	.012	2,314	4,441	.015	
Deonee	31.0	1.73	.024	7.4	7,618	1.27	.011	2,184	1,215	486	288	14,687	1.22	.010	1,985	4,821	.013	
Orangeburg (Orangeburg)	58.4	3.26	.046	14.5	17,070		.025	4,511	2,431	909	637	31,596	2.63	.021	2,179	13,072	.027	
Pickens	33.9	1.89	.027	8.2	8,686		.013	2,575	803	512	493	17,753	1.48	.012	2,165	4,262	.015	
Richland (Columbia)	117.2		.092	29.3	57,614		.084	12,141	9,460	1,992	2,794	101,577	8.46	.068	3,467	4,047	.078	
Saluda	13.9	.78	.011	3.3	2,047	.34	.003	680	195	38	82	6,178	.51	.004	1,872	4,371	.005	
Spartanburg (Spartanburg)	121.5		.095	30.3	51,661	8.65	.075	11,944	9,680	2,029	2,090	115,356	9.61	.078	3,807	11,742	.080	
Sumter (Sumter)	49.2	2.75	.039	11.7	17,728		.026	4,408	2,430	1,075	658	29,344	2.45	.020	2,508	8,294	.026	
Union	24.7	1.38	.019	5.8	9,505		.014		2,018	371	329	19,068	1.59	.013		2,360	.015	
Williamsburg	34.2	1.91	.027	7.4	6,817		.010		888	269	226	12,983	1.08	.009		9,071	.013	
York (Rock Hill)	55.4	3.10	.044	13.5	19,295	3.23	.028	5,850	3,667	730	863	39,738	3.31	.02	2,944	5,624	.030	
STATE TOTAL	4		1.406	444.5	597,564	-	.869	180,512	95,828	26,434	00 740	1,200,010		904	9 700	245,188	.946	

<sup>\*</sup>Withheld to avoid disclosure.

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GEORGIA — County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA OPULA 2-15-	MOIT				S/A	EST	5—1944 IMATE					BUYING				ERTIS
COUNTY	Total	%	% of	Families		%	% of			RE GROUI		Dollars	%	% of	Per	Gross Farm Dollars	% of	Quality
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	State		fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Inde
Appling	12.7	.43	.010	2.9	2,037	.19	.003	654	380	208	157	6,787	.30	.004	2,340	2,728	.004	40
Atkinson	6.3	.21	.005	1.5	722	.07	.001	258	100	26	35	2,038	.09	.001	1,359	1,972	.002	40
Bacon	6.9	.23	.005	1.7	1,833	.17	.003	619	280	169	87	4,348	.19	.002	2,556	1,854	.003	60
Baker	6.1	.20	.005	1.5	454	.04	.001	89				1,322	.05	.001	881	1,599	.002	40
Baldwin,	22.4	.75	.018	4.0	3,123	.30	.005	1,410	800	299	280	13,485	.59	.009	3,371	1,620	.010	54
Banka	6.7	.23	.005	1.6	319	.03		155				1,053	.05	.001	658	1,513	.002	41
Barrow	11.8	.40	.009	3.2	2,839	.27	.004	843	540	158	157	7,347	.32	.005	2,296	2,313	.006	67
Bartow	23.2	.78	.018	5.8	5,115	.49	.007	1,393	680	403	210	14,739	.65	.010	2,541	3,613	.010	5
Ben Hill	12.7	.43	.010	3.4	4,578	.43		1,342	760	403	245	13,418	.59	.009		1.854	.008	8
Berrien	12.5		.010	3.1	2,444	.23		963	360	195	140	8,781	.38	.006		4,310	.006	8
Bibb (Macen)	101.8	3.42	.080	30.5	51,514	4.88	.075	12,945	8,800	1,858	1,960	106,225	4.68	.072	3,483	2,153	.075	9
Bleckley	8.6	.29	.007	2.2	1,814	.17	.003	585	300		70	4,388	.19	.003	1,985	2,068	.004	5
Brantley	6.2		.005	1.4	588	.06		275	•			1,590	.07	.001		1,407	.002	4
Brooks	17.3	.58	.014	4.3	3,427	.32		998	480	182	157	8,512		.006	1,980	4,018	.007	5
Bryan	5.6	.19	.004	1.4	840	.08		258	60	•	•	1,882	.08	.001	1,344	703	.002	5
Bulloch	21.7	.73	.017	5.4	7,594	.72	.011	1,496	760	754	280	13,888	.61	.009	2,572	6,512	.011	6
Burke	22.1	.74	.017	8.2		.40		1.342	360	117	140	11.066	.49	.007	1,785	6,544	.009	5
Butta	8.0		.006	2.2		.20		533	280	78	88	5,208	.23			1,332		6
Calhoun	9.2	.31	.007	2.5	1,730	.16		413	220	91	88	4,480	.20			1,818		5
Camden	6.4	.22	.005	1.7	1,445	.14		482		1 .	•	3,203	.14	.002		458		6
Candler	6.9	.23	.005	1.7	2,218	.21	.003	464	300	325	123	4,973	.22	.003	2,925	2,622	.003	6
Carroll	27.6	.93	.022	7.3	6,703	.84		1,617	1.040		280		.74	.011	2,314	5,478		6
Catoosa	11.1	.37	.009	2.5	1,075	.10		516				2,710	.12			1,620		3
Charlton	4.4	.15	.003	1.1	941	.09	.001	172				2,554	.11	.002		394	.002	6
Chatham (Savannah)	150.1	5.04	.118	43.8	74,640	7.08		22,121	9.874	3,287	2,703				3,439	2,078		9

\*Withheld to avoid disclosure.

# A GREATER WARTIME \*1943 \*Retail % Family Coverage MARKET

County	*1943 Population	*Retail Sales	% Family Coverage Tel. & News
IONES	6.9	689	25.6
MONROE	9.0	2,386	24.7
BALDWIN	. 22.4	3.123	23.6
CRAWFORD	5.9	588	19.6
HOUSTON	15.7	2,303	95.6
PEACH	. 10.6	3,076	45.8
DOOLY	14.0	2,268	20.6
PULASKI	0.0	2,470	25.7
CRISP	15.7	7,039	10.3
TURNER	9.3	2,268	15.3
WILKINSON	9.1	1,562	29.6
WILCOX	9.9	1,579	15.0
DODGE	16.4	3,444	20.0
TELFAIR	12.7	2,759	14.0
BLECKLEY	8.6	1,814	31.7
LAURENS	27.9	6,442	12.3
TWIGGS	. 8.3	689	25.7
HANCOCK	11.0	1.865	10.0
TAYLOR	9.0	1,814	19.0
WASHINGTON	20.6	4,116	10.0
MACON	13.4	2,671	15.4
BIBB (Macon)		51,514	112.8
*TOTAL	367.2	106,479	44%

All figures except circulation from Sales Management Survey of Buying Power, 1945.

\*Figures in thousands-000 omitted.

Markets have changed—and few have changed more than Macon, Georgia. Its metropolitan population is now 101,800, retail sales \$51,514,000. And the Macon area—22 surrounding counties—has a total population of 367,200, retail sales of over \$106,479,000.

Here's a market you can't overlook—and one of America's easiest-covered markets. The Macon newspapers alone reach 44% of the families in the area. See the table at the left—for highlights on one of America's great markets.

# A Greater Postwar Market

Macon's phenomenal growth is a direct result of contributions of time and money by Macon business mento secure wartime expansions. These same leaders have again pooled their time and money to assure continued postwar growth. A careful survey of the Macon territory has been made. It supplies information manufacturers need—about markets, labor, housing, natural resources and power. New industries have already made plans to settle in Macon. Scores of others are interested. Macon's growth will last because Macon people are working to make it last.

MACON GEORGIA



THE MACON NEWS

and

THE MACON TELEGRAPH

MACON, GEORGIA

Represented by The Branham Co.

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Qualty of Market index

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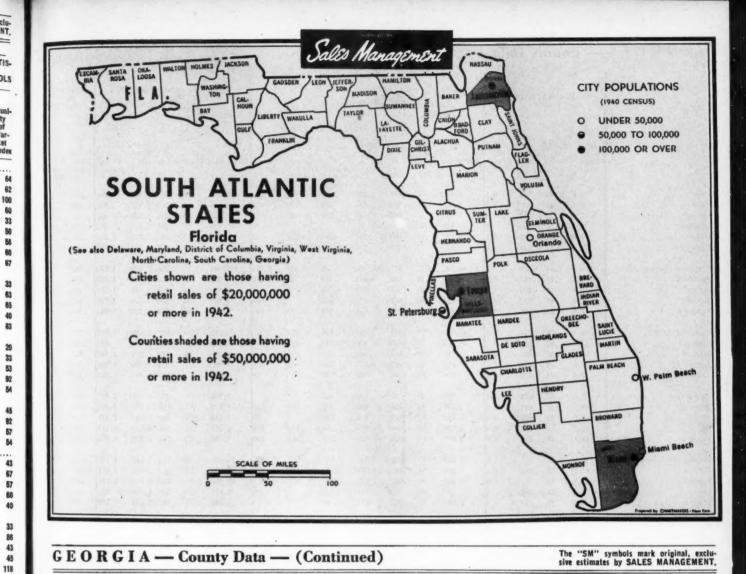
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		OPA C OPULA 2-15-1	TION					ESTI							INCO		ADVE IN	RTIS
COUNTY	Total	% of	% of	Families	Dollars	% of	% of			E GROUF		Dellars	%	% of	Per	Gross Farm Dollars	% of	Qua
	(in thou- sands)		of J.S.A.	(in thou- sands)	(in thousands)		u.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar ket Inde
Chattahoochee	1.5	.05	.001	.4	252	.02		52				762	.03	.001	1,905	309	.001	
hattooga	18.2	.61	.014	4.5	4,553 3,931	.43	.007	929	1,980	143	157	11,491	.50	.008	2,554	2,366	.009	
Cherokee	26.8	.90	.013	7.6	16,968	1.61	.025	671 4,162	1,320	702	105 805	10,080 28,920	1.27	.007	2,344	3,251	.008	
Clay	6.1	.21	.005	1.6	1,243	.12	.002	361	2,380	195	53	3,808	.17	.003	3,542 2,380	1,152	.021	1
Clayton	11.2	.38	.009	2.9	1,176	.11	.002	378				2,800	.12	.002	966	1,087	.003	
Minch	5.2	.17	.004	1.4	1,176	.11	.002	413	440	•		3,024	.13	.002		810	.002	
Cobb (Marietta)	42.9	1.44	.034	11.4	10,618	1.01	.015	2,391	1,025	780	543	21,616	.95	.015	1,898	3,009	.019	
Colquitt (Moultrie)	30.9	1.04	.015	7.6	5,359 8,618	.51	.008	1,324 2,511	1,000	572 611	333 455	10,707 22,266	.98	.007	2,278 2,930	4,316 6,810	.009	
Columbia	8.0	.27	.006	2.0	706	.07	.001	275				1,680	.07	.001	840	1,705	.002	
Cook	9.8	.33	.008	2.5	2,604	.25		636	340	39	122	5,936	.26	.004		3,741	.005	1
Coweta	25.0	.84	.020	6.6 1.4	6,670 588	.63	.010	1,789	880 40	299	280	17,248	.76			2,963	.013	
Crisp (Cardele)	15.7	.53	.012	4.3	7,039	.67	.010	1,324	1,000	871	245	2,195 13,530	.10		1,568 3,147	1,620 3,304	.002	
Dade	5.8	.19	.005	1.3	571	.05	.001	327				1,344	.06		1,034	693	.001	
Dawson	4.0 21.8	.13	.003	5.7	134 5,426	.01	000	34	*			426	.02		473	512	.001	
Decatur	79.5	2.67	.062	22.4	19,194	1.82		1,445 7,172	798	455 988	1,837	12,902 109,760	4.81			3,592 4,380	.009	
Dodge	18.4	.55	.013	4.0	3,444	.33		1,049	388	208	227	8,982	.39			3,730	.057	
Dooly	14.0 31.0	1.04	.011	3.5 8.7	2,268	.22		671	140	39	122					5,222	.005	1
Dougherty (Albany)	8.6	.29	.024	2.1	15,630	1.48		2,818 533	3,083	828	627 105	29,154 4,881	1.28			1,471	.022	1
Early	16.5	.55	.013	4.2	3,931	.37		774	360	416	140		.33			3,816	.004	
Echola	2.3	.08	.002	.7	151	.01		120				493	.02		704	448	.004	
Effingham	8.4	.28	.007	2.2	1,243	.12	.002	241		•	87	3,293				1,705	.003	1
Elbert	15.8	.52	.012	4.0	4,402			1,238	1,000		210		.48			2,558	.008	
Emanuel	18.3	.61	.014	1.6	4,838 1,885	.48		1,393	620 260		157 123		.55			4,775		
Fannin	12.9	.43	.010	2.9	1,310	1		306	220		123	4,211 3,114				1,492		
Fayette		.24	.006	1.7	823	.08		275				2,262				1,609		
Floyd (Reme)	53.2 9.8	1.79	.042	14.2	23,755 941	2.25		4,885 155	3,980		893	51,811 3,181				3,794	.036	
Forsyth	13.9	.47	.007	3.4	3,142	1		843	480		105			1				
Fuiton (Atlanta)	408.9	13.67	.320	116.1	314,744		1	55,365			13,893							
Gilmer		.29	.007	2.1	1,002	1		206		1 1		2,307			1,099			
Glascock		.12	.003	.9	487			9 700	1	1		1,837						
Giynn (Brunswick)	41.9 15.0	1.41	.033	11.8				2,786			178			-	1			
GordonGrady	17.0	-	.012					791		455	178		1		7 2,694 7 2,325			
Greene		.41	.009					550	1	1	175		1					- 1
Gwinnett	25.1		.020	7.00				808	1		175							
Habersham			.010					2,752		1	157		1					
Hall (Gainesville)	11.0		.009					854	1		92	5,197		1		1		
Haralson	1 22 2		.009					550	1		15							
Harris		.34	.008	1	1,22	.1	.002	189	40			5,040		-				
Hart	12.7	.43				.13	.002			65		8,624	1		6 2,78	3,63	.00	
Heard								138 588		208	8	1,792 7 6,600		1				
Houston		.53	.012	4.0	2,300	3 .2	2 .003	65				5,77		5 .00	3 1,44	3,26	.00	5
trwin	11.3	1										4,54		1	-	1		
Jackson		1													1			
Jasper											7	0 4,500 • 3,83						- 1
Jefferson	17.6	.59	.014	4.	4 3,56	6 .3	4 .005	72	2 36	0 468	- 14	0 10,32	8 .4	5 .00	6 2,34	7 4,55	1 .00	7
Jenkins							1	79	1 30	0 117	10	5,60	0 .2	.00	4 2,15	4 3,01	6 .00	
Johnson	9.7						1	1		0 182	10							
Jones				1								2,30						
Lamar											12			.00				
Lanier	0 0		1			-				-	00	1,97	_		1	1		
Laurens				1		- 1		1	1	507	28	18,09 1,72		00 .00		1		-
Liberty	40.			1				1				2,71		2 .00				
Lincoln		1								•	1	8 2,26	-	00.00		1		
			1		8 40							1,07		.00				
Long																		



#### GEORGIA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA ( OPULA 2-15-	TION				RETA S/A	IL SALES	S-1944 IMATE		-3			BUYING			16	ES ERTIS- IG TROLS
COUNTY	Total	% of	% of	Families	Dollars	% of	% of			E GROU		Dellars	%	% of	Per	Gross Farm Dollars	%	Qual-
	(in thou- sands)		U.S,A,	(in thou- sands)	(in thousands)		U.S.A	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	u.s.A.	fam- ily	(in thou- sands)	U,S.A, Po- ten- tial	of Mar- ket Index
Lumpkin	5.5	.18	.004	1.3	605	.06	.001	155				2,330	.10	.002	1,792	863	.002	50
McDuffie	10.1	.34	.008	2.6	2,154	.20	.003	671	300	104	87	6,182					.004	50
McIntosh	5.6	.19	.004	1.8	1,075	.10	.002	447			52	2,778	.12	.002		181	.002	50
Macon	13.4	.45	.011	3.5	2,671	.25	.004	671	320	221	140	7.034	.31	.005	2,010	3,421	.006	55
Madison	11.1	.37	.009	2.7	1,378	.13	.002	172	100			4,234				2,707		44
Marion	6.2	.21	.005	1.5	1,058	.10	.002	189	80	26		2,061	.09	.001		1,162		40
Meriwether	19.0	.64	.015	4.8	3,078	.29	.004	1,135	340	91	122	8,982	.39	.006	1,871	4,039	.007	47
Miller	8.8	.30	.007	2.1	1,344	.13	.002	447	200		70	3,114	.14	.002	1,483	2,046	.003	43
Mitchell	20.1	.68	.016	4.5	4,070	.38	.006	1,170	1,320	208	158	12,253	.54	.008	2,501	4,913	.009	56
Monroe	9.0	.30	.007	2.3	2,386	.23	.003	740	400		158	5,331	.23	.004	2,318	1,631	.004	57
Montgomery	7.7			1.8	1,075	.10	.002	241			53	2,688	.12	.002	1,493	1,737	.003	50
Morgan	11.0	.37	.009	2.9	2,134	.20	.003	464	260		10!	5,779	.2!	.004	1,993	3,474	.005	56
Murray	9.6	.32	.007	2.1	1,294	.12	.002	138				3,427	.18	.002	1,558	1,833	.003	43
Muscogee (Columbus)	97.3	3.27	.076	27.3	48,504	4.60	.070	10,220	6,254	1,065	1,656	91,780	4.02	.062	3,361	1,204	,067	88
Newton	17.7	.59	.014	4.1	4,006	.38	.006	1,049	720	247	175	11,446	.50	.008	2,488	2,345	.009	64
Oconee	6.4											1,030	.00	.001	644	1,503	.002	
Oglethorpe	9.8				1,226			292			1	3,181	.14	.002	1,383	2,483	.003	36
Paulding	11.0	.37	.001	2.0	1,376	.13	.002	396	200	104		3,853	.17	.003	1,482	2,195	.004	44
Peach	10.6			2.5	3,070	.25	.004	671	300	208	140	9,008	.31	.006	3,105	2,259	.006	78
Pickens	7.4	.25	.00	1.	1,57	.15	.002	86			8	3,382	.1	.002	1,879	1,087	.003	50
Pierce	10.3								-	158	15	5,936	.2	.004	2,473	3,315	.005	62
Pike	8.4	.21	.00	7 2.	1,07	.10	.001	361	1		3	2,778	.1	.001	1,389	2,259	.002	21

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

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	P	OPA ( OPULA 2-15-	TION				S/A	L SALES EST	-1944 IMATE			EFFEC 1944		D ES			ADVE IN CONT	RTIS
COUNTY	Total	% of	% of	Families	Dollars	% of	% of			E GROUP of dollars		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Pe- ten- tial	Mar- ket Inde
Polk	26.6	.89	.021	6.5	7,350	.70	.011	2,202	860	546	350	22,534	.99	.015	3,467	2,185	.015	7
ulaski	9.0	.30	.007	2.5		.23		888	240	104	122	5,555	.24	.003	2,222	2,291	.004	5
utnam	7.4	.25	.006	1.8		.18		464	220	169	122	4,390	.19	.002	2,439	1,428	.003	
Quitman	3.0	.10	.002	.7	235	.02		69		•		874	.04	.001	1,249	480	.001	
labun	6.5	.22	.005	1.5	1,697	.16	.002	310	180	221	70	3,786	.17	.003	2,524	1,354	.003	1
Randolph	14.0	.47	.011	3.6	2,860	.27	.004	946	360	273	140	8,870	.39	.006	2,464	2,739	.006	1
Richmond (Augusta)	88.9	2.99	.070	25.0	48,800	4.63	.071	8,455	7,382	1,504	1,455	80,565	3.53	. 054	2,943	1,940	.062	
lockdale	6.8	.23	.005	1.8	1,663	.16	.002	533	160	39	123	4,032	.18	.003	2,240	1,130	.003	
Schley	4.4	.15	.003	1.1	722	.07	.001	172	80			2,173	.10	.001	1,975	1,151	.001	
Screven	16.7	.56	.013	4.1	3,192	.30	.005	894	240		123	8,691	.38	.006	2,120	4,018	.007	
Seminole	7.9	.27	.006	1.9	1,798	.17	.003	533	140	143	123	4,032	.18	.003	2,122	1,993	.003	
Spaulding (Griffin)	26,1	.88	.021	7.1	10,314	.98		3,234	1,520			20,275	.89	.014	2,856	1,812	.016	
Stephens	13.4	.45	.011	3.3	3,545	.34	.005	826	640	182		8,960	.39	.006	2,715	959	.007	
Stewart	9.2	.31	.007	2.2	1,865	.18	.003	619	200		53	4,278	.19	.003	1,945	1,567	.004	
Sumter	22.6	.78	.018	6.3	6,258	.59	.009	2,133	1,040	466	333	17,427	.77	.012	2,766	4,444	.012	
Talbot	7.0	.24	.005	1.7	907	.09	.001	189	60		35	2,464	.11	.002	1,449	1,364	.002	
Taliaferro	4.7	.16	.004	1.1	605	.00	.001	224	100			1,859	.08	.001	1,690	1,023	.002	
Tattnall	14.5	.49	.011	3.3	2,524	.24	.004	980	440	156	158	8,989	.31	.005	2,118	3,879	.006	
Taylor	9.0	.30	.007	2.2	1,814	.17	.003	516	100		70	4,838	.21	.003	2,199	2,078	.004	1
Telfair	12.7	.43	.010	3.1	2,759	.26	.004	671	360	182	175	8,333	.37	.006	2,688	2,121	.006	
Terrell	15.1	.51		4.0	3,010	.29	.004	1,015	360	260	140	9,139	.40	.006	2,285	3,720	.007	
Thomas (Thomasville)	34.0	1.14	.027	9.3	9,593	.91	.014	2,322	1,540		560		1,03	,016	2,552	4,093	.018	
Tift	17.6	.59	.014	4.3	7,107	.67	.010	1,806	580	390	315	13,485	. 59	.009	2,869	4,071	.010	
Toombs	14.7	.49	.012	3.1	4,553	.43	.007	1,170	340	338		10,707	.47	.007	3,059	3,101	.008	3
Towns	4.0			.1	252	.03	2	17				1,075	.05	.001	1		.001	
Treutlen	5.6			1.3	1,277	.12	.002	241	280			3,002	.13	.002	2,309	1,577	.002	2
Troup (La Grange-																		
West Point)	42.8	1.44	.034	11.	2 15,555	1.4	7 .022	5,126	2,940	1,378	73	37,805	1.60	025	3,376	1,609	.026	i
Turner	9.3	.31	.007	2.	4 2,268	.2	2 .003	603		169	10	5,174	.23	.003	2,156	3,144	.004	4
Twiggs				1	689	.0	7 .001	256	9			2,240			1,179	1,386	.003	8
Union				1		.0	4	15	5 4			1,680					.002	2
Upson								2,15	880	494	403						.013	3
Walker	29,1	.96	.023	7.	4 5,317	.5	000.	2,54	500	312	38	17,136	.7	.012	2,316	3,005	.013	3
Walton										377	17						.009	)
Ware (Waycross)		1		1					1	767	68					1		
Warren	9.3										10						.004	
Washington				1					-		22					1	.009	9
Wayne	12.1	.41	.00	3.	0 2,99	0 .2	8 .004	74	0 500		12	3 7,23	5 .3	2 .00	2,412	2,313	.006	6
Webster		1	1									911						
Wheeler	6.8							-				2,08						
White				-					1			1,18		. 1		1		
Whitfield (Dalton)			- 1							767	40							
Wilcox	9.9	.3	3 .00	8 2.	4 1.57	9 .1	5 .002	48	2 10		8	7 4,61	4 .2	0 .00	3 1,92	2,792	.00	4
Wilkes												6,83			1			
Wilkinson											5				3 1,59			
Worth	17.0					1					1	2 5,84			4 1,32			
		1			1			1				1 .						

For Georgia City figures, see page 148.

#### FLORIDA — County Data

	1	1	1	1	1	1	1	T	1	1		1		1	1		1	
Alachua (Galnesville)	36.2	1.80	.028	10.1	15,252	1.61	.022	3,884	1,018	584	720	30,512	1.45	.021	3,021	8,247	.023	82
Baker	5.7	.23	.004	1.4	1,163	.12	.002	199	18			2,815	.13	.002	2,011	1,225	.002	50
Bay (Panama City)	44.8	2.23	.035	12.9	19,347	2.03	.029	2,524	2,291	1,516	1,252	34,249	1.61	.023	2,655	527	.027	77
Bradford	12.3	.61	.010	3.2	2,170	.23	.003	681	176	102	100	4,310	.20	.003	1,347	1,848	.004	40
Brevard	17.1	.85	.013	5.7	8,324	.88	.012	2,424	544	610	436	18,784	.89	.013	3,295	4,368	.013	100
Broward (Fort Lauderdale)	43.1	2.14	.034	13.7	24,893	2.62	.036	5,843	1,860	2,464	1,541	49,692	2.36	.033	3,627	12,627	.034	100
Calhoun	7.5	.37	.006	1.9	1,504	.16	.002	332		114	17	2,979	.14	.002	1,568	1,056	.003	50
Charlotte	3.6	.18	.003	1.2	1,628	.17	.002	584	105	114	67	3,160	.15	.002	2,633	338	.002	67
Citrus	4.8	.24	.004	1.5	1,612	.17	.002	614		102	151	3,452	.16	.002	2,301	604	.002	50
Clay	7.6	.38	.006	2.3	1,194	.13	.002	498	53		84	3,165	.15	.002	1.376	1.027	.003	50

\*Withheld to avoid disclosure,



Florida's progress is more than a trend . . . it's an accomplished fact! Attested by increased population, new industries geared for war and peacetime production...intensified agricultural production, increased buying power, retail sales, bank deposits and postal receipts.

Yes . . . Florida's phenomenal transition from a seasonal play-ground to a year 'round pay-ground is built on a solid foundation.

You can command complete coverage and complete confidence in Florida's three major markets and their trading territories by telling your story in the advertising columns of Florida's three great morning dailies . . . at low cost.

# MIAMI HERALD National Representatives Story, Brooks & Finley, Inc. A. S. Grant, Atlanta

JACKSONVILLE

#### TAMPA TRIBUNE

Sawyer-Ferguson-Walker Co.

#### FLORIDA TIMES-UNION Jacksonville

Reynolds-Fitzgerald, Inc.

Jann and Kelley, Inc., Atlanta

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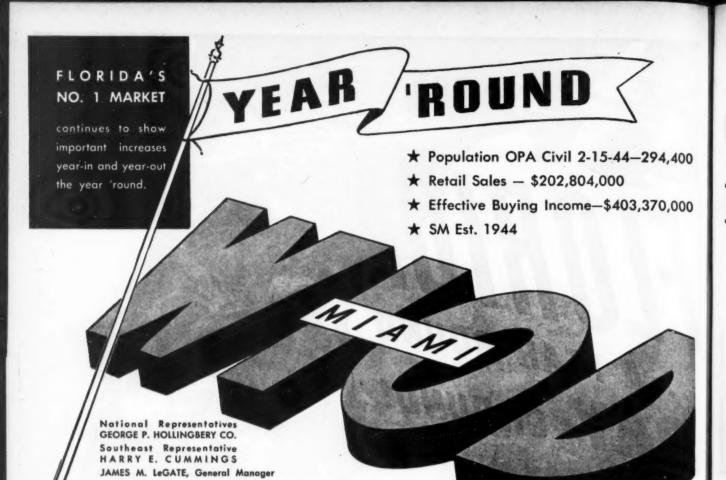
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FLORIDA — County Data — (Continued)

5,000 WATTS \* 610 KC \* NBC

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT,

	,	OPA ( POPUL 2-15-	ATION					EST							TIMAT		ADVE IN CONT	RTIS-
COUNTY	Total	9%	% of	Families	Dollars	%	% of			E GROUI		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Cellier	3.7 15.0	.18		1.4	1,814 4,914	.19		581 1,079	228 562	203	34 285	3,351 11,012	.16		2,394 2,686	2,877 3,359	.003	100 67
Coral Gables)	294.4	14.63	.231	90.5	202,804	21.37	.294	45,257	31,093	12,619	14,133	403,370	19.17	.272	4,457	20,839	.270	117
De Sete	8.0	.40	.006	2.4	3,116	.33	.005	830	140	114	151	7,381	.35	.005	3,075	1,887	.005	83
Dixle	5.9	.29	.005	1.7	1,984	.21	.003	415	158	•	•	3,715	.18	.003	2,185	468	.003	60
Ouval (Jacksonville)	245.1	12.18	.193	69.8	106,550	11.23	.155	27,054	15,072	5,430	6,177	279,074	13,26	.189	3,999	6,687	.180	91
Escambia (Pensacola)	87.3	4.34	.069	23.0	33,559			8,370	4,331	2,584	1,673	85,399	4.05	.058	3,713	2,687	.057	83
Flagler	2.2	.11	.002	.8	744	.08	.001	216				1,727	.08	.001	2,159	2,057	.001	50
Franklin	7.5	.37	.006	2.2	1,597	.17	.002	531	140	89	117	3,889	.18	.003	1,768	52	.003	50
Gadeden	28.5	1.42	.022	6.4	7,936	.84	.012	1,560	895	762	318	16,638	.79	.011	2,600	7,698	.014	64
Gilchrist	3.3	.16	.003	.9	791	.08	.001	133	70			2,029	.10	.001	2,254	1,637	.001	33
Glades	1.7	.08	.001	.6	589	.06		133				1,672	.08	.001	2,787	2,098	.001	100
Gulf	7.1	.35	.006	2.0	1,674	.18	.002	415	193	64	117	3,411	.16	.002	1,706	286	.003	50
Hamilton	8.4	.42	.007	2.2	1,674	.18	.002	864	88	51	84	4,020	.19	.003	1,827	2,491	.004	57
Hardee	8.4	.42	.007	2.4	3,131	.33	.005	830		114	184	7,153	.34	.005	2,980	3,308	.005	71
Hendry	4.6	.23	.004	1.6	2,139	.23	.003	415	105		84	5,180	.25	.003	3,238	6,977	.003	75
Hernando	4.8			1.5				598		102	134	4,333	.21	.003	2,889	1,126		75
Highlands	14.4			4.2	-,			1,112		267	251	7,595	.36	.005	1,808	5,450	.006	55
Hillsborough (Tampa-						1											***	89
Plant City)				80.7				20,676		3,634	4,544	208,886				17,884		-
Holmos	13.3	.66	.010	3.2	1,132	.12	.002	249	123		101	3,190	.15	.002	997	2,766	.004	40
Indian River		.40		2.5	3,875			1,378	193		218					5,450		100
Jackson	33.3	1.86	.028	8.6	6,743	.71	.010	863	948	408	285	17,202	.82	.012	2,000	6,649	.014	84

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

NE

MA

## Cities Served by

### JOHN H. PERRY

Newspapers and Radio Stations

ACCOUNT FOR\* ...

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FLORIDA'S OPULATION 18.10% FLORIDA'S FLORIDA'S FLORIDA'S EFFECTIVE BUYING INCOME

The five communities in which John H. Perry Newspapers and Radio Stations are situated offer a major market in themselves-and because they are all industrial cities, they offer the best year-round market.

The percentages given above are urban only. County data swells the totals to 22.65% of population; 21.21% of retail sales and 22.70% of effective buying income.

- JACKSONVILLE-Florida's best year-round market city. Commercial, financial and industrial center. Population 235,000 (1940 census). Retail sales, \$171,909,000. Wholesale sales, \$276,611,000; Food sales, \$25,840,000; Drug sales, \$6,580,000. Effective buying income, \$276,069,000.
- PENSACOLA-Florida's fourth market and rapidly growing industrial and shipping center. Population, 55,000. Retail sales, \$32,257,000. Food sales, \$6,577,000; Drug sales, \$1,439,000. Effective buying income, \$64,539,000.
- PANAMA CITY-Florida's most rapidly growing community. Port, ship-building and paperboard manufacturing center. Population, 33,000. Retail sales, \$16,447,000; Food sales, \$3,657,000. Drug sales, \$1,063,000. Effective buying income, \$31,024,000.
- OCALA—Heart of a rich agricultural and livestock empire. County seat of Marion County population, 29,800; retail sales, \$11,982,000; food sales, \$2,424,000; effective buying income, \$27,370,000.
- DELAND-Citrus, manufacturing and university city. County seat of Volusia County-population, 48,700; retail sales, \$30,008,000; food sales, \$7,686,000; drug sales, \$1,893,000; effective buying income, \$73,202,000.

\* Source, Sales Management Survey of Buying Power, 1945

JOHN H. PERRY NEWSPAPERS AND RADIO STATIONS PROVIDE YOUR LOWEST COST CHANNEL TO PROFITABLE SALES IN INDUSTRIAL FLORIDA'S GREAT MARKET.

IOHN H. PERRY NEWSPAPERS- Jacksonville Journal, Pensacola News Journal, Panama City News-Herald, Ocala Star Banner, Deland

IOHN H. PERRY RADIO STATIONS-WJHP, Jacksonville; WCOA, Pensacola; WDLP, Panama City. WTMC, Ocala.

- Representatives -

#### JOHN H. PERRY ASSOCIATES

NEW YORK

CHICAGO

ATLANTA

PHILADELPHIA

MAY 15, 1945

[283]

# HOW TO GET MORE THAN YOU PAY FOR in FLORIDA'S No.1 Year-'round Market

You'll buy a neat package indeed, when you purchase time on WMBR, the Columbia station serving the No. 1 year-'round market in all Florida! You'll make friends with local folks whose buying power represents one-eighth of Florida's entire income.

But that's not all of the story!...In addition to WMBR's important coverage of the Jacksonville market, you'll put your foot in the doors of the 85% listener-preference area of St. Augustine, served by WFOY, because your WMBR program is

broadcast at no additional cost over WFOY! That's another one of those Glenn Marshall, Jr., bonus

arrangements, another of the many WMBR features that's making news in the radio listening world in your No. 1 Florida year-'round market.

Write or wire Glenn Marshall, Jr., WMBR, Jacksonville, Florida—or get in touch with your nearest Weed & Company representative now!



WMBR CBS in North Florida Represented by Weed & Company

FLORIDA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Р	OPA ( OPULA 2-15-	TION				RETA	L SALES	S—1944 IMATE						INCO		11	ES- ERTIS- NG TROLS
COUNTY	Total	% of	% of	Families		070	%		UR STOR			Dollars	%	% of	Per	Gross Farm Dollars	% of	Quai-
	(in thou- sands)	of State		(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Jefferson	10.0	.50	.008	2.7	1,705	.18	.002	415	298	51	67	4,020	.19	.003	1,489	1,980	.004	50
Lafayette	3.1	.15	.002	.8	589	.06		199	88			1,980	.09	.001	2,475	1,509	.001	50
Lake	24.8	1.23	.019	7.9	10,866	1.14	.016	3,220	790	864	620	27,048	1.28	.018	3,424	8,891	.018	95
Lee (Fort Myors)	21.0	1.04	.016	6.5	9,672	1.02	.014	2,274	1,334	368	488	20,194	.96	.014	3,107	4,585	.014	88
Leon (Tallahassee)	36.4	1.81	.029	10.5	13,609	1.43	.020	2,689	1.843	559	787	29,056	1.38	.020	2.767	1,891	.022	76
Levy	10.5	.52	.008	3.0	2,449	.26	.004	614	158		101	5,667	.27	.004		2,355	.005	63
Liberty	2.8	.14	.002	8	328	.03		66				1,382		.001	1,728	416	.001	50
Madison	13.9	.69	.011	3.7	3,193	.34	.005	730	351	152	168	7,585				3,742	.006	55
Manatee (Bradenton)	24.2	1.20	.019	7.5	10,974	1.16	.016	3,038	1,334	800	620	24,914	1.18	.017	3,322	9,319	.017	89
Marion (Ocala)	29.8	1.48	.024	8.7	11,962	1.28	.017	2,424	1,422	978	489	27,370	1.30	.018	3,146	7,191	.019	79
Martin	6.1	.30	.005	2.1	2,498	.26	.004	1,062	123	305	117	5,909	.28	.004	2,814	1,072	.004	80
Monroe	19.9	.99	.016	6.1	4,278	.45	.006	1,345	491	343	184	9,839			1,613	255	.009	56
Nasoau	10.9	.54	.009	2.9	2,775	.29	.004	730	211	254	101	5,833	.28	.004	2,011	2,281	.005	56
Okaloosa	16.0	.80	.013	4.1	2,682	.28	.004	664	158	191	117	5,219	.25	.004	1,273	1,140	.006	
Okeechobee	3.1	.16	.002	.9	1,178	.12	.002	332		51		2,482	.12	.002	2,758	533		
Orange (Orlande)	77.3	3.84	.061	24.4	48,841	5.15	.071	9,429	6,196	3,059	2,045	103,153	4.90	.070	4,228			
Osceola	8.7			3.0				913	176	165	168	7,818	.37	.005	2,606	1,869		1
Paim Beach (W. Paim Beach)	80.9	4.02	.064	26.2	55,723	5.87	.081	13,612	4,212	3,442	2,514	116,182	5.52	.078	4,434	26,758	.076	119
Pasco Pinelias (St. Petersburg-	13.0	.65	.010	4.3	3,472	.36	.005	1,096	123	216	201	7,903	.38	.005	1,838	3,518	.006	80
Clearwater)	90.4	4.94	.078	34.0	64,682	6.82	.094	13,878	6,885	4,415	6,734	145,390	6.91	.098	4,276	5,715	.093	3 119
Haven)	89.2	4.43	.070	26.7	42,315	4.4	.061	11,255	4,230	2,238	1,960	92,483	4.39	.062	3,484	39,604	.063	3 90

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

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# The Sequel to 15 April 1990 And 1990 April 1

can be told only by you through the advertising columns of

# The Palm Beach POST and Times

WEST PALM BEACH, FLORIDA

(98% coverage of all occupied dwelling units in the Paim Beaches)

Represented Nationally by the Katz Agency, Inc

★ 100,469 P.B. COUNTY POPULATION ★ 50,775 A.B.C.-C.T.Z. POPULATION ★ 1944 RETAIL SALES-\$55,723,000. ★ 1944 EFFECTIVE BUYING INCOME-\$116,182,000.

FLORIDA - County Data - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT,

	P	OPA OPULA 2-15-	TION				RETA S/A	IL SALE	S-1944 IMATE					BUYING ES			ADVE	ES— ERTIS- IG TROLS
COUNTY	Total	%	%	Families	Dollars	%	% of			RE GROU		Dollars	0%	07	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)	% of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands	of State	of U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Putnam	17.4	.87	.014	5.4	6,541	.69	.010	1,776	614	318	285	14,725	.70	.010	2,727	3,750	.011	79
St. Johns (St. Augustine)	19.0	.95	.015	5.8	9,331	.98	.013	2,573	439	483	503	21,526	1.02	.015	3,711	3,418	.014	93
St. Lucie (Fort Pierce)	13.0	.65	.010	4.0	7,130	.75	.010	1,743	579	432	312	14,955	.71	.010	3,739	5,785	.010	100
Santa Rosa	14.7	.73	.012	3.8	2,248	.24	.003	614	248	127	67	5,619	.27	.004	1,479	2,014	.005	42
Sarasota (Sarasota)	18.4	.92	.014	5.8	11,796	1.24	.017	3,220	1,106	902	536	24,769	1.18	.017	4,271	4,720	.016	114
Seminole (Sanford)	19.1	.95	.015	5.8	8.045	.85	.012	2,639	790	419	318	22,878	1.09	.015	3,944	11,773	.014	91
Sumter	9.4	.47	.007	2.7	1,953	.21	.003	647	123	114	134	4,917	.23	.003	1,821	3,022	.004	5
Suwannee.	15.3	.76	.012	4.0	3,968	.42	.006	996	316	368	210	8,947	.42	.006	2,237	4,879	.007	50
Taylor	9.4	.47	.007	2.8	3,100	.33	.004	930	193			6,960	.33	.005	2,486	809	.005	71
Union	6.9	.34	.005	1.3	667	.07	.001	249			50	1,879	.09	.001	1,445	1.259	.002	41
Velusia (Daytona Beach-																		
Defand)	48.7	2.42	.038	15.9	30,008	3,16	.044	7,686	2,475	1,453	1,843	73,202	3.48	.049	4,604	6,102	.045	11
Wakulla	5.3	.26	.004	1.4	1,039	.11	.002	299				1,879	.09	.001	1,342	459	.002	5
Walton	13.2	.66	.010	3.4	2,604	.27	.004	681			134	6,132	.29	.004	1,804	1,725	.005	5
Washington	11.2	.56	.009	2.9	1,612	.17	.002	382	211	127	101	4,264	.20	.003	1,470	1,657	.004	4
STATE TOTAL	2,012.0		1.581	597.9	949,103		1.378	225,342	113,780	56,331	55,724	2,105,486		1.419	3,521	327,195	1.439	9

\*Withheld to avoid disclosure.

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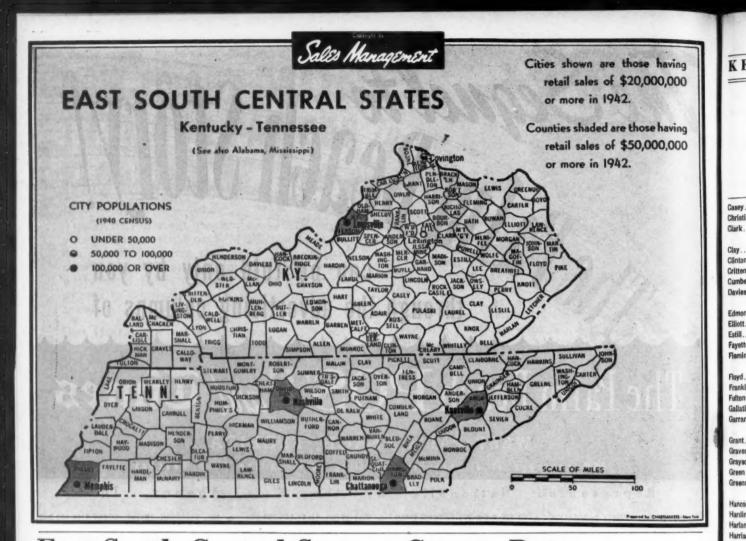
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For Florida City figures, see page 149.

Before using these figures, see explanation page 17.

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### East South Central States—County Data

KENTUCKY - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Hende Henry Hickm Hepkin

Knott.

Laurel

Letche Lewis. Lincoln Livings

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	Р	OPA OPULA 2-15-	TION					EST						BUYING ES			IN	ES- RTIS- IG 4 TROLS
COUNTY	Total	%	%	Families		%	% of			E GROUS		Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	State	u.S.A.	(in thou- sands)	(in thousands)	State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket index
Adair	15.5	.61	.012	3.9	2,132	.24	.003	549	332	169	90	3,579	.20	.002	918	3,264	.004	33
Allen	12.6	.49	.010	3.4	2,903	.33	.004	732	371	91		4,882	.28	.003	1,436	2,718	.005	50
Anderson	7.9	.31	.006	2.3	2,214	.25	.003	787	215	195		4,454	.25	.003	1,937	2,091	.004	67
Ballard	8.2	.32	.006	2.4	1,509	.17	.002	457		130	54	3,073	.18	.002	1,280	2,300	.003	50
Barren	24.5	.96	.019	8.7	7,102	.81	.010	1,605	1,642	611	378	14,179	.81	.010	2,116	8,527	.012	63
Bath	9.3	.36	.007	2.4	1,492	.17	.002	640	39	195	36	3,268	.19	.002	1,362	2,855	.003	43
Bell	39.8	1.56	.031	9.0	10,595	1.21	.015	3,514	2,111	689	450	18,458	1.05	.012	2,051	809	.017	55
Boone	10.4	.41	.008	3.1	1,886	. 2	.003	604		117		3,763	.21	.003	1,211	3,009	.004	50
Bourbon	16.0	.63	.013	4.7	5,478	.63	.008	1,931	508	533	234	9,239	.53	.006	1,966	7,346	.008	62
Boyd (Ashland)	42.8	1.68	.034	11.0	18,942	2.17	.028	5,027	3,069	598	1,134	37,847	2.16	. 028	3,441	962	.028	82
Boyle (Danville)	15.9	.62	.012	4.6	7,200	.83	.010	2,005	1,740	559	380	13,426	.77	.009	2,919	3,391	.010	83
Bracken	8.3	.33	006	2.4	2,116	.24	.003	659	215	130	72	4,162			1,734	2,964	.004	67
Breathitt	17.9	.70	.014	3.7	1,492	.17	.002	329	117	104		3,112	.18	.002	841	1,955	.004	21
Breckinridge	14.3	.56	.011	3.9	2,411	. 28	.004	805	196	104	108	4,843	.28	.003	1,242	3,327	.005	45
Builitt	8.8	.35	.007	2.4	1,509	.17	.002	366		•		2,431	.14	.002	1,013	1,845	.003	43
Butler	10.9	.43	.008	2.7	1,148	.13	.002	275		52		2,353	.13	.002	871	1,745	.003	31
Caldwell	12.7	.50	.009	3.8	3,575	.41	.005	1,006	586	351	216	6,419			550	1,773	.006	67
Calloway	16.4	.64	.012	4.8	4,625	. 53	.007	1,281	508	520	216	8,636				3,736	.008	67
Campbell (Newport)	68.0	2.67	.053	20.5	30,848	3.54	.045	12,553	1,857	1,131	1,764				- 6	1,918	.047	8
Carlisle	5.9	,23	.006	1.7	1,230	.14	.002	476	198	169	54	2,295			1,350		.003	6
Carroll	7.6	.30	.006	2.2	3,313	.38	.005	769	274	611	198	6,127	.35	.004	2,785	2,000	.005	8
Carter	20.5	.80	.016	4.5	3,411	.39	.005	1,189	782	182	72	6,438	.37	.004	1,431	1,891	.007	4

\*Withheld to avoid disclosure.

	P	of of U.S.A. (in thousand sands)					S/A	EST	S-1944 IMATE						INCO		ADVI IN CON	ERTI:
COUNTY	Total	%	0/0	Families	Dollars	%	%			E GROUI		Dollars	%	0%	Per	Gross Farm Dollars	% of	Qua
	(in thou- sands)		U.S.A.	(in thou-		of State	of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	of U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar ket Inde
nsey hristian (Hopkinsville)	15.4 35.8 16.4	.60 1.40 .64	.028	3.5 9.9 4.9	10,906	.17 1.25 .78		311 2,635 1,903	176 2,092 723	91 1,222 637	414 324	2,587 16,012 12,565	.15 .91 .72	.011	739 1,778 2,564	3,327 5,500 4,727	.004 .016 .010	1
ау	19.0	.75		3.8		.20		439	293	52		2,879	.16	. 002		2,227	.005	1
inton	8.7	.34	.007	2.1		.13		18	98	•	54	2,062	.12		982	1,082	.002	1
ittenden	10.2		1	2.9		.27	.003	750 146	254 254	247	126	3,793 2,276	.13	.003		1,591	.003	
aviess (Owensboro)		1000		13.8				5,636	3,969	1,534	1,242		2.05			5,545	.030	
dmonson		.33		2.2				110		26		2,140	.12		973	1,482	.003	
liott till		.26		1.4		. 08	.001	92 915	78 137	13 117	180	1,614 5,504	.09	.001	1,153	1,036	.002	
ayette (Lexington)		3.02		22.3				9,694	7,897	2,354	1,450		6.15			8,509	.074	
Teming		.43				.30		842	332	208	108		. 29			4,482	.005	
Floyd								3,093	2,366	247	126		.92			2,154	.016	
Franklin (Frankfort)		.83	1	3.9			.015	3,568	1,466	1,105	450		.97		2,888	3,082	.013	
Fulton							.003	1,958	528 137	507 104		10,892	.62			1,236	.008	1
Garrard		1		1				787	332	299	•	4,882	.28			3,936	.004	4
Grant	8.8	.35	.007	2.6	2,788	.32	.004	732	254	286	128	4,999	.29	.003	1,923	2,900	.004	
Graves (Mayfield)		1						2,416	1,017	507	342		.92			5,046	.014	1
Grayson			1	1				439	352	182	90	.,	.28				.005	
Greenup									371 98	156 182	144	2,898 6,321	.36					
Hancock	5.6	.21	.004	1.6	1,066	.12	.002	311	98	52		2,256	.13	.002	1,410	1,255	.002	
Hardin	29.9		1					2,068		975	288	15,132	.86		2,225		.014	1
Harian								.,		429	486						.028	
Harrison				1				.,,		676 195	252 234		.57			5,064 4,427	.005	1
Henderson (Henderson)	28.8	1.13	.023	8.6	8,840	1.01	.013	2,690	743	728	378	16,066	.92	.011	1,868	4,982	.014	
Henry				1			1			364	144		.32					1
Hickman							1			741	36		.18		1			
Jackson							1			741	432	18,944		1				
Jefferson (Louisville)	432.8	16.98	.340	129.3	280,065	29.81	.378	66,238	41,074	8,214	14,150	613,890	35.05	,414	4,748	6,055	.388	3
Jessamine				1				.,		273	108		.38					
Johnson									1	637 2,028	2.08	9,005						
Knott											2,000	1,828			1			1
Knox	. 22.7	.85	.018	5.0	3,477	.40	.005	1,427	293	156	77	5,777	.33	.004	1,155	1,764	.007	7
Larue		1		1								-,			1			
Laurel						1	1			1		6,127 3,248						
Lee								1	1			2,490						
Leelie	9.4	.3	7 .00	1.1	888	.10	.001	128				1,537	.0	.00	854	1,409	.00:	2
Letcher	. 33.4								1,447				.7	.00				1
Lincoln.				1	1				1	1	1	2,918						
Livingston.				1					1	1	9	5,329						
Logan	. 19.	7 .7	7 .01	5 5.	5 5,13	3 .50	.007	1,446	762	507	23	8,577	.4	.00	1,559	4,91	.00	8
Lyon	. 7.	7 .3	0 .00	8 1.	8 1,31	.18	.002	348	137			2,29	.1	3 .00	1,27	1,25	.00	
McCracken (Paducah)	42.1	1									1,49							-
McCreary	15.			1					1	1	9	5,096			1,495 2 1,305			
Madison	. 28.	0 1.1	0 .02	2 7.	6 8,85	1.00	2 .013	2,050	1,095	585	46	15,67	.8	9 .01	1 2,06	6,31	8 .01	4
Magoffin	. 11.	5 .4	5 .00	9 2.	3 1,01	7 .1	2 .001	512	274			1,96			1	1,34	5 .00	13
Marion	. 14.								1	1	1		1					
Marshall	. 13.									182	. 9	0 4,260 1,360			1			
Mason (Maysville)	18.									488	27				0 2,98			
Meade	8.								1	26					1			
Mercer	4.3	2 .1	6 .00	3 1.	0 54	1 .0	6 .001	20	1			* 85	.0	5 .00	1 85	6 55	5 .00	11
THE CAP	. 12.	7 .5	0 .01	0' 3.	7 4,03	0 .4	6 .006	95	2 371	481	21	6 7,19	7 .4	1 .00	5 1,94	5 4,10	oo. le	

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	P	OPA COPULATE	TION				SM	ESTI	MATE			EFFEC 1944		EST			SALE ADVE IN CONT	RT
COUNTY	Total	% of	% of	Families	Dollars	% of	of of			E GROUP s of dollars		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Quit
-1	(in thou- sands)		of U.S.A.	(in thou- sands)	(in thousands)		u.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		of U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Ma ke Inc
letcaife	9.1	.36	.007	2.4	804	.09	.001	146	78	•	•	1,362	.08	.001	568	2,655	.002	
lonree	12.9	.51	.010	3.2	1,640	. 19	.002	274	411		54	2,587	.15	.002	808	2,373	.004	
lontgomery	11.0	.43	.009	3.1	4,215	.48		1,116	880	442	198	7,177	.41	.002	2,315	3,045	.004	
lorgan	12.0	.47	.009	2.7	1,312	.15		256	117			2,587	.15	.002	958	1,900	.003	
Tuhlenberg	29.8	1.17	.024	7.7	8,003	.92		1,921	1,212	351	162	13,712	.78	.002	1.781	1,964	.013	
elson	16.7	.66	.013	4.2		.46		988	352	325	162		.37	.004	1,547	4,700	.006	
lichplas	7.0	.27	.005	2.1	1,820	.21		586	254		72		.21	.002	1,741	3,009	.003	
hio	17.8	.70		4.9	3,280	.38		787	293	377	162	5,621	.32	.004	1,147	2,927	.006	
ldham	10.6	.42		2.2		.20		604	78	182		3,423	.19	.002	1,556	2,636	.003	
wen	7.6	.30	.006	2.2		.25		586	254	143	90	4,104	.24	.003	1,865	4,136	. 004	
waley	6.4	.25	.005	1.4	590	.07	.001	92	•	•	•	1,264	.07	.001	903	1,182	.002	
endleten	8.4	.33	.007	2.4	2,246	.26	.003	787	117	249	72	4,376	.25	.003	1,823	3,473	.004	
erry	39.6	1.56		8.3				2,050	1,975	455	396	21,123			2,545	2,209	.018	
iko	63.4	2.50		13.4			1	3,038	2,033	429	252		1.15		1,511	4,073	.022	
owell	5.5	.22		1.2			1	165				1,362			1,135	518	.002	
ulaski	31.3	1.23		7.6			1	1,665	899	364	324	11,903				4,300	.012	ř.
abertson	2.8	.11		* .8	656			256	•			1,284	.07	.001		1,227	.001	
lockcastle	14.5	. 57		3.4		.18	1	476	196	78	54	3,054	.18		898	1,700	.004	
lowan	10.3			2.4		1		915	293	247		4,104	.24		1,710	800	.004	
Russell	12.0			2.8				165	117	78	36	2,198			785	1,900	.003	
icott	12.8	.50	.010	3.8	4,428	.51	.006	1,281	274	507	234	8,384	.48	.006	2,201	5,827	.007	
ihelby				4.7				1,501	762	338	234		.61	.007	2,251	7,255	.009	1
impson	10.1			2.9		1	1	824	508	299	216	-,				3,655	.005	
pencer	5.2			1.4				311	332	-		2,315				2,800	.002	1
aylor	12.7 12.5							714 842	528 293	384 143	108	-,			1,728 1,289	2,564 2,964	.005	1
[rigg	9.7			2.5	1,673			494	235	78	90					2,709	. 003	
rimble	4.7			1.3				92	*			1,381	.08		1,062	1,782	.002	1
Jnion	17.1							1,153	587	338	252					4,000	.007	1
Warren (Bowling Green)	33.2							2,948			684					5,982	.018	
Vashington								769	-,			4,610			1,590	4,009		1
Vayne	14.5	.57	.011	3.4	2,198	1						3,520	.20	.002	1,035	2,291	,004	
Vebater	16.1			4.9		.51	.006	1,007			216		1		1,600	1,955		
Vhitley	27.7							1,812			306		1			1,273		
Volfe	7.4					0.00		183		1		1,595				745		
Woodford	10.5	.41	.008	2.8	3,296	.38	.005	1,135	137	442	180	6,224	.35	.004	2,223	5,300	. 005	-
		_																-

For Kentucky City figures, see page 150.

#### TENNESSEE - County Data

1						1	i			1	-		1			1	- 1	
Anderson	36.2	1.28	.028	8.9	4,836	. 50	.007	1,617	333	254	292	10,170	.49	.007	1.143	1,984	.011	39
Bedford	22.0	.78	.016	6.4	6,370	.68	.009	1,617	721	406	274	12,298	.59	.008	1,922	4,575	.010	63
Benton	11.0	.39	.009	3.0	1,922	.20	.003	726	203	76	91	3,427	.17	.002	1,142	1,645	.004	44
Bledsoe	7.6	.27	.006	1.7	946	.10	.001	314				1,635	.08	.001	962	1,234	.002	33
Blount (Marysville)	44.4	1.58	.035	11.2	9,842	1.01	.014	2,986	1,924	533	438	16,704	.81	.011	1,491	3,290	.017	49

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

#### LOOK BEFORE YOU LEAP!

If any of the figures on these pages seem confusing or incomprehensible, you must have skipped the introductory explanation beginning on page 17. Reading it before you attempt to use these data, is cheaper and quicker than wiring the editors, who will just refer you to those same pages anyway.

# The MEMPHIS MARKET

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MEMPHIS, as a market, offers the South's biggest trade area ... for Memphis offers in addition to the city proper, a vast territorial buying power which places it in the forefront of the Nation's markets today. As a primary market, the Memphis trade area encompasses 19,000 retail outlets, 10,000 miles of highways, and agricultural production exceeding \$500,000,000 in annual value. The 1940 census shows Metropolitan Memphis with a population of 292,942 ... today Memphis is well over the 300,000 mark.

While Memphis is the world's largest cotton market, handling more cotton than all other markets combined, of recent years the extent of the market has grown and developed into many other industries. Today it is the world's biggest hardwood lumber market, the South's largest manufacturer of feeds, and the South's largest maker of drugs and chemicals. These "plus" industries combine to make Memphis today the twentieth largest wholesale center.

Its central location has also attracted an Army Corps Headquarters, a Naval Training Base, an Army General Hospital, and one of the biggest Army Supply Depots in the United States.

This central location, together with its splendid manufacturing facilities, has attracted 100 new industries to Memphis in the past five years, bringing the total of Memphis' industries to about 600.

Today there is more money in Memphis and the Mid-South than ever before. With a billion-dollar spendable income, the Memphis market leads the South in buying power.

WMC, the pioneer radio station in the Mid-South, was founded at the inception of radio, in January, 1923. Established by the Commercial Appeal, the South's Greatest Newspaper, as a service institution for its subscribers, WMC has won its "service stripes" as a continuing bond between it and the people of the Mid-South.

Today, the Commercial Appeal still owns and operates the station,

## FACTS ABOUT COVERAGE IN THE MID-SOUTH (WMC'S DAY COVERAGE)

**TOTAL POPULATION 3,092,108** 

**HOME UNITS 777,206** 

RADIO HOMES 393,518

#### EFFECTIVE BUYING INCOME \$896,976,000.00

TOTAL SALES

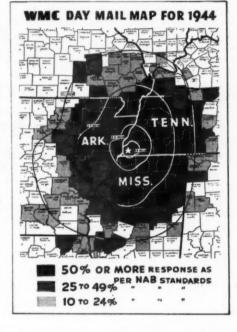
RETAIL SALES \$615,979,000.00 FOOD SALES \$112,935,000.00 DRUG SALES \$21,000,225.00

with H. W. Slavick as General Manager. Mr. Slavick has been with WMC since 1925, and his complete knowledge of technical and administrative detail is the outgrowth of his many years in all phases of radio

with many years of experience behind him. E. C. Frase, Chief Engineer, is a veteran of more than twelve years continuous employment at the station.

WMC operates on an assigned frequency of 790 kilocycles. It broadcasts with 5,000 watts power day and night. Its half-wave vertical antenna, 611 feet in height, is an advance in broadcasting efficiency, and an achievement in radio engineering. WMC's complete recording and transcribing equipment makes possible auditions and playbacks of exceptionally fine quality. Modern studios, providing for every type of broadcast, accommodate large audiences and give WMC a facile range for local productions. WMC is affiliated with the NBC Network, the most popular network with Mid-South listeners.

The latest Hooper Listening Index for November-December, 1944, made in Memphis, Tennessee, definitely shows WMC leading in every time classification. Here is the picture of WMC's Hooper rating in relation to the other Radio Stations in Memphis:



MORNING INDEX MON. THRU FRI.	WMC	Station B	Station C	Station D
8:00 A. M12:00 Noon	36.0	27.6	20.7	14.3
AFTERNOON INDEX MON. THRU FRI. 12:00 Noon-6:00 P. M	44.8	23.0	10.9	21.3
EVENING INDEX SUN. THRU SAT. 6:00 P. M10:00 P. M.	38.7	36.4	12.0	12.2

management. WMC is staffed with men selected for their accomplishments in their individual fields. Joe C. Eggleston, Commercial Manager, is now a member of our armed forces, serving overseas. Mr. Slavick is handling his work along with his other duties. Local commercial business is supervised by Cliff Goodman. Program director is Bob Atherton, a versatile and able production man

WMC's record in sales response, and in pulling mail, has been, and continues to be, outstanding. Outranking stations of greater power in this respect, WMC is established as the Mid-South's favorite radio station by loyal and liberal listener response. Results of contests and offers are available on request.

WMC is represented nationally by The Branham Company.



# Nashville Banner

The Nashville Tennessean

MORNING
NEWSPAPER PRINTING CORPORATION, AGENT
REPRESENTED BY THE BRANHAM COMPANY

TENNESSEE — County Data

newspapers.

new federal building; and development of ma-jor thoroughfares. This post-war market will be covered, as now, by Nashville's two great

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA OPULA 2-15-	TION	-				IL SALE						BUYING			SALI ADVE IN CONT	RTIS-
Bradley (Cleveland)	Total	% of	% of	Families	Dollars	%	o%			RE GROU		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	State	U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Bradley (Cleveland)	27.4	.97	.022	7.1	7,672	.79	.011	2,030	703	178	365	12,672	.61	.009	1,785	2,570	.012	85
Campbell	30.0	1.06	.024	7.0	6,758	.70	.010	2,046	1,073	419	182	12,970	.63	.009	1,853	1,624	.012	80
Cannon	9.0	.32	.007	2.3	961	.10	.001	213	93			2,576	.12	.002	1,120	2,344	.003	43
Carroll	25.4	.90	.020	7.1	4,790	.49		1,452	740	267	201	9,766	.47	.007	1,375	4,256	.010	50
Carter (Elizabethton)	33.4	1.19	.026	8.0	8,013	.83	.012	1,930	1,498	660	292	13,254	. 64	.009	1,657	2,035	.013	50
Cheatham	8.2	.29	.006	2.1	1,441	.15	.002	512		127		3,069	.15	.002	1,461	2,477	.003	50
Chester	10.2	.36	.008	2.6	1,596	.16	.002	827	222	165	91	3,517	.17	.002	1,353	1,727	.003	38
Claiborne	22.9	.81	.018	5.4	2,588	.27	.004	413	148	127	36	5,510	.27	.004	1,020	3,639	.007	39
Clay	8.1	.29	.006	1.8	775	.08	.001	182	93	51		1,725	.08	.001	958	1,850	.002	33
Cocke	21.2	.75	.017	5.0	3,441	.35	.005	825	500	318	219	7,437	.36	.005	1,487	3,639	.007	41
Coffee	25.6	.90		6.8	4,185	.43	.006	1,336	203	241	219	7,952	.38	.005	1,169	2,549	.008	40
Crockett	15.5			4.3	2,686	.27	.004	1,023	388	140	128	5,802	.28	.004	1,349	4,503	.006	50
Cumberland	14.9	.53	.012	3.6	2,356	.24	.004	842	315	140		4,458	.22	.003	1,238	1,562	.005	42
Davidson (Nashville)	261.3	9.27	.205	73.8	132,524	13.65	.193	33,831	21,008	5,863	7,677	359,190	17.29	.242	4,867	6,425	.220	
Decatur	9.1	.32	.007	2.3	1,302	.13	.002	363	148	279	55	3,158	.15	.002	1,373	1,398	.003	43
De Kalb	11.7	.42	.009	3.1	1,829	.19	.003	495	277			3,517	.17	.002	1,135	2,950	.004	
Dickson	16.5	.59	.013	4.3	4,262	.44	.006	1,105		191	146			.005	1,880	2,519	.007	84
Dyer (Dyersburg)	31.8	1.13	.025	8.9			.016			1,080	474				2,025			64
Fayette	26.8	.95	.021	6.5					352			6,742						30
Fentress	12.6	.45	.010	2.7	1,875					1		3,517			1,303			48
Franklin	22.9	.81	.018	5.7	4,681	.41	.007	907	758	444	183	9,632	.48	.007	1,690	4,297	.009	
Gibsen		1.58		12.5	9,471						511	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1	-				
Giles						1				1	274				1,455			56

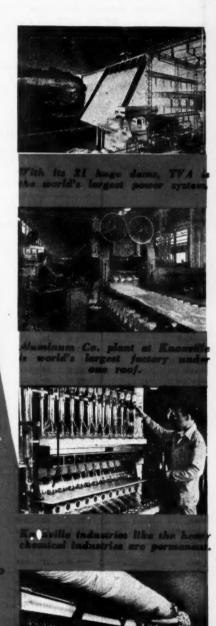
\*Withheld to avoid disclosure.

# Meet america's newest INDUSTRIAL GIANT



The vast pools of low-cost power crested by TVA have attracted some of the very largest industrial corporations in the world to the Knoxyllie area, such empire. as Eastman, Alaminum Co, of America, Union Carbide, DuPont, Rohm & Hase, Reynolds Metals, Likewise the South's largest coal fields, copper and ine mines ere neer Knoxville. variety of products as electrolytic management atrols for autos and depth bombs, trans parent plastic noses for bombers, Knoxville indus trice pour out a mounting flood-tide of articles to

all parts of the globe. KNOXVILLE LED EVERY AMERICAN CITY IN BUSINESS GAINS IN 1944





A Scripps-Howard Newspaper



MAY 15, 1945

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### Sell in America's Magic Market!

Located in the Tennessee Valley's Industrial Wonderland, WROL offers the sales opportunity of the decade.

Follow Knoxville's upper bracket listing in S-M High Spot Cities. Write WROL for the complete story.

# WROL Knoxville NEC FOR BAST TENNESSEE

TENNESSEE — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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il -	P	CIVIL TION 1944					SALES ESTI							INCO		SALE ADVE IN CONT	RTIS-	
COUNTY	Total	% of	% of	Families	Dollars	% of	% of			E GROUF		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	State	U.S.A.	(in thou- sands)	(in thousands)	State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Grainger	11.5	.41	.009	2.8	1,333	.14	.002	248		38		2,688	.13	.002	952	2,673	.003	33
Ireene (Greeneville)	35.2	1.25	.028	8.7	8,262	.85	.012	1,963	981	635	365	13,568	.65	.009	1,560	8,831	.014	51
lrundy	10.5	.37	008	2.5	1,225	.13	.002	182	187			2,778	.13	.002	1.111	637	.003	3
lamblen	17.8	.63	.014	4.7	6,123	.63		1,337	851	343	219	11,670	.56	.008	2,483	2,570	.010	7
lamilton (Chattaneoga)	179.3	6.36	.141	49.5	99,056			24,286	14,263	4,268	3,860		12.02	.168	5,044	2,313	.155	11
lancock	10.0	.35	.008	2.3	636	.07	.001	50	93			2,389	.11	.002	1,039	2,447	.003	3
lardeman	22.0	.78	.017	5.1	3,457	.38	.005	1,023	426	267	148	6,406	.31	.004		3,331	.007	4
fardin	13.8	.49	.011	3.4	2,108	.22	.003	627	241			4,547	.22	.003	1,337	2,220	.005	4
lawkins	27.4	.97	.022	6.7	3,798	.39	.006	1,336	241	267	128	8,109	.39	.006	1,210	4,595	.009	41
laywood	24.5	.87	.019	6.3	4,635	.48	.007	1,370	685	330	201	10,192	.49	.007	1,618	5,459	.009	47
denderson	16.4	.58	.013	4.2	3,007	.31	.004	776	481	203	110	6,608	.32	.005	1,573	3,166	.006	46
Henry	24.2	.86	.019	7.0	6,463	.67	.009	1,716	740	419	347	12,432	.60	.008	1,776	4,564	.011	51
Hickman		.42		2.9		.17		412	185		73		.15		.,,	2,539	.003	3
loueton	5.4	.19		1.4	775	.08		165	74	•		1,546	.07		1,104	792	.002	
lumphreys	10.1	.36				.20		627	148		110		.20			2,220	.004	5
lackson	12.1	.43				.16		280	333	•		2,957	.14			2,981	.004	4
lefferson	17.1	.61	.013	4.2	2,650	.27	.004	660	370	229	146	4,748	.23	.003	1,130	3,434	.005	3
Johnson		.40					.002	165		140	73		.13				.003	
Knex (Knexville)				52.2			1	26,593	18,060	5,685	5,107		10.87			5,304	.150	
Lake	11.4	.40				.27	2400	924	111	191	128	,	. 26	1			.005	
Lauderdale	23.5							1,518	.32	445	310		.54			6,106	.010	
Lawrence	25.8	.92	.020	6.3	5,844	.60	.008	1,007	592	584	219	11,312	.54	.008	1,796	3,392	.010	5
Lewis		.17			1,085	.11		231	93			2,330	.11	.001	2,118	483	.002	1
Lincoln	24.2				5,998	.62	.009	1,287	555		292	11,805	.57	.007	1,845	8,528	.010	
Loudon		.77		1				1,353	573		219		.54			2,138	.008	
McMinn						.81		2,013	1,036	521	328		.76					
McNairy	16.2	.57	.013	4.1	2,681	.28	.004	726	222	152	55	5,914	.28	.003	1,442	2,549	.005	3
Macon	12.3	.44	.010	3.3	1,535	.16	.002	247	130	152		3,002	.14	.002	910	3,290	.004	
Madison (Jackson)				1				4,688	3,552	1	786			1	1	1		7
Marion	18.5	.66	.014	4.5	3,782	.36	.005	1,006	166	102	201	7,392	.36		1,643	1,532	.007	
Marshali		.55	.012	4.1	4,728	.49	.007	1,171	740	508	211	9,341	.48	.000	2,076	3,454	.007	
Maury (Columbia)	38.8	1.31	.030	10.2					1,572	813	560			1			.019	9 6
Molga	5.0			1				66				941	.0					
Monroe	22.3							808	259	1	183	-,						
Montgomery (Clarksville)	32.8	1						2,376			493							1
Moore	13.2							17 413		25	3	950 7 2,912	1					
Obien				7.1	8,529					680	32						.013	3
Overten										1	7					1		-
		P									7		1					-1
Perry				1								1,994						-
						1				100								_
Polk	13.7	.4	.01	3.	3,72	.3	, 1000	512	1,073	127	9	5,765	.2	.00	1,880	1,400	1 .000	1

\*Withheld to avoid disclosure.



TENNESSEE — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Р	OPA ( OPULA 2-15-	TION				S/A	EST	S1944 IMATE						INCO		ADVE	ES— ERTIS- IG TROLS
COUNTY	Total	% of	% of	Familiys	Dollars	%	% of			RE GROU s of dollar		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)			(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	u.S.A.	fam- ity	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Putnam	21.7	.77	.017	5.4	4,960	.51	.007	1,221	740	419	128	9,497	.46	.006	1,759	2,745	.009	53
Rhea	14.0	.50	.011	3.4	3,751	. 39	.005	907	352	140	164	7,123	.34	.005	2,095	1,655	.006	55
Reane	31.1	1.10	.024	7.6	5,565	. 57	.008	1,353	722	279	347	10,998	.53	.007	1,447	2,159	.011	46
Robertson	22.6	.80	.018	6.0	5,875	.61	.009	1,963	759	343	401	11,536	.56	.008	1,923	7,525	.010	56
Rutherford (Murfreesboro)	34.6	1.23	.027	9.4	9,517	.98	.014	2,475	1,165	749	383	18,121	.87	.012	1,928	6,261	.016	59
Scott	14.8	. 53	.012	3.4	2,372	.24	.003	429	426			4,368	.21	.003	1,285	905	.005	42
Sequatchie	4.6	.16	.004	1.1	527	.05	.001	297	74	25		941	.05	.001	855	524	.002	50
Sevier	21.8	.77	.017	5.1	3,503	.36	.005	676	389	419		6,541	.31	.004	1,283	3,906	.005	29
Shelby (Memphis)	378.1	13.42	.297	110.8	239,085	24.62	.347	42,160	71,750	7,148	11,426	476,402	22.93	.321	4,300	11,051	.324	109
Smith	12.8	. 45	.010	3.6	2,790	.29	.004	413	296	•	110	5,264	.25	.004	1,462	4,616	.005	50
Stewart	9.4	.33	.007	2.2	1,240	.13	.002	380				2,778	.13	.002	1,263	2,930	.003	43
Sullivan (Bristol-Kingsport);.	77.5	2.75	.061	19.5	26,939	2.77	.039	6,270	6,864	1,803	1,058	47,382	2.28	.032	2,430	4,204	.039	64
Sumner	29.6	1.05	.023	8.0	5,533	. 57	.008	1,683	573	584	274	11,066	.53	.007	1,383	7,669	.011	48
Tipton	26.9	.95	.021	7.0	5,549	.57	.008	1,683	740	775	237	10,438	.50	.007	1,491	6,857	.010	48
Trousdale	5.4	.19	.004	1.5	1,007	.10	.001	347	203	76		2,307	.11	.002	1,538	1,819	.002	50
Unicei	13.2	.47	.010	3.1	2,557	.26	.004	528	92			5,645	.27	.004	1,821	761	.005	
Union	7.9	. 28	.006	1.9	713	. 07	.001	281	74			1,546	.07	.001	814	1,460	.002	33
Van Buren	3.4	.12		.8	186	.02		17				515	,02		644	370	.001	3
Warren	17.5	.62	.014	4.7	4,216	.43	.006	1,056	314	444	110	7,930	.38	.005	1,687	2,827	.007	- 50
Washington (Johnson City)	50.6	1.80	. 040	12.4	20,848	2.15	. 030	4,437	4,477	1,232	712	35,817	1.72	.024	2,888	4,657	.029	73
Wayne	11.8			2.9	1,426	.15		330	130		36					1,655		
Weakley	23.7	.84	.019	7.0	-,	.62		2,129	721	559	310		.55			6,045		56
White	14.0	.50	.011	3.5	2,186	.23	.003	478	222	241	128	4,659	.22		1,331	1,830		
Williamson	22.2	.79	.017	5.8		.50	. 007	1,501	481	432	219	9,654	.46	.007	1,664	5,818	.009	
Wilson	23.2	.82	.018	6.7	5,131	.52	.007	1,452	500	343	237	9,349	.45	.006	1,395	5,798	.009	- 5
STATE TOTAL	2.818.4		2.214	749.0	971.044		1.410	230,440	180.561	50,736	44.948	2,077,440		1.399	2.774	326,091	1.565	7

For Tennessee City figures, see page 150.

#### ALABAMA — County Data

	- 1			1		1	1	1	1	1	1	1	1	1	1		- 1	
Autauga	16.5	.61	.013	4.2	2,716	.32	.004	960		116	123	6,240	.34	.004	1,486	2.801	.006	46
Baldwin	35.4	1.30		9.5	9,337	1.11	.014	2,700	464	722	318	17,420	.95	.012		6,611	.016	57
Barbour	27.6	1.02	.022	7.0	5,748	.68	.008	1,460	796	297	212	10,972	.60	.007	1,567	3,774	.010	45
Bibb	17.0	.63	.013	4.2	3,627	.43	.005	500	663	39	71	6,734	.37	.005	1,603	1,255	.007	54
Blount	23.9	.88	.019	5.8	4,408	.52	.006	600	442	168	123	7,540	.41	.005	1,300	5,984	.008	42
						1												

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

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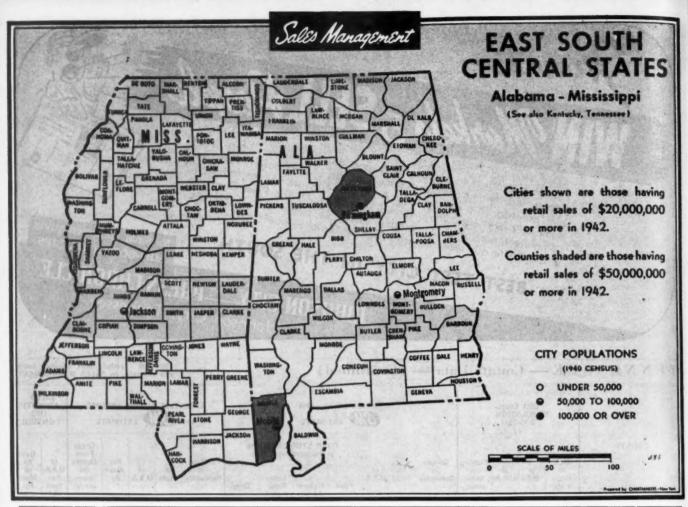
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#### A L A B A M A — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA OPULA 2-15-	TION				RETA S/	EST	S-1944 IMATE					BUYI				ERTIS
COUNTY	Total	% of	%	Families	Dollars	%	%			RE GROUI		Dollars	%	%	Per	Gross Farm Dollars	% of	Qual
illeck	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of :	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Inde
Bullock		.84	.014	4.4	3,125	.37	.005	900	530	77	141	5,616	.31	.004	1,276	2,301	.006	4
Butler	26.5	.97	.021	6.5	6,027	.72	.009	1,540	862	155	212	11,804	.64	.008	1.816	3,547	.711	8
Calhoun (Anniston)	70.6	2.60	.055	18.1	22,237	2.64		6,020	3,691	645	759	48,230	2.62	.032	2,685	3,383	.037	
Chambers	37.8	1.39	.030	9.6	5,841	.70	.008	2,200	243	103	459	12,454	.68	.008	1,297	3,265	.012	
Cherokes	15.9	.58	.012	3.8	2,437	.29	.004	760	155	52	53	5,590	.31	.004	1,471	4,802	.006	5
Chilton	22.4	.82		8.7	5,655	.67	.008	1,260	663	413	212	10,634	.58	.007	1,868	3,319	.010	5
Chectaw	16.9	.62	.013	4.1	2,362	.28	.003	280				4,602	.25	.003	1,122	2,201	.005	3
Clarke	23.4	.86	.018	5.8	6,510	.78	.009	1,140	995	219	141	12,454	.68	.008	2,147	2,128	.010	
Clay	13.8	.51	.011	3.4	2,604	.31	.004	520	398	188	88	4,914	.27	.003	1,445	2,282	.005	4
Cleburne	11.1	.41	.009	2.6	2,604	.31	.004	640	309		•	4,654	.25	.003	1,790	1,482	.005	5
Coffee	29.7	1.09	.023	7.3	5,264	.63	.008	1,380	619	245	229	10,920	.59	.007	1,496	5,002	.011	4
Colbert	35.5	1.31	.028	9.3	9,598	1.14	.014	2,780	1,017	245	265	19,526	1.06	.013	2,100	3,346	.016	
Conecuh	20.0	.74	.016	4.8	3,534	.42	.005	820	575	245	141	6,708	.38	.005	1,398	2,910	.007	
Coosa	11.1	.41	.009	2.7	1,414	.17	.002	340	265	90	63	2,626	.14	.002	973	1,391	.004	
Covington	35.3	1.30	.028	9.0	11,644	1.38	.017	2,360	1,392	619	530	22,620		.015	2,513		.018	
Crenshaw	19.0	.70	.015	4.8	3,720	.44	.005	840	420	168	123	7,592	.41	.005	1,582	3,210	.007	4
Culiman (Culiman)	40.8	1.50	.032	9.9	10,825	1.29	.016	1,480	2,232	439	218	19,578	1.07	.013	1,978	10,140	.018	1
Dale	23.2	.85	.018	5.1	2,902	.34	.004	980	199	39	159	6,708	.38			2,892		
Dallas (Seima)		1.87	.040	13.7	15,478	1.84	.022	3,520	3,448	335	635	40,742						1
De Kalb		1.34	.029	9.0			.010		1,017		212		.70		1,427	9,167		4
Elmore	29.9	1.10	.023	7.1	6,343	.70	.009	2.028	576	310	212	12,038	.66	.008	1,649	4,568	.011	
Escambia	28.3	1.04	.022								247		.88					1
Etowah (Gadsden)		1									1,006	,	2.89			4,120		
Favette						-					106							3
Franklin					4,576				1		177		.83		1,738			1

<sup>\*</sup>Withheld to avoid disclosure,

Before using these figures, see explanation page 17.

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MAY 15, 1945

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	P	OPA ( OPULA 2-15-	TION				Sh.	D EST	MATE					DEST				RTIS IG TROLS
COUNTY	Total	%	% of	Families	Dollars	%	%			RE GROUI		Dollars	%	% of	Per	Gross Farm Dollars	% of	Quality
GOM	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Pe- ten- tial	of Mar- ket Inde
Geneva	24.9	.92	.020	6.1	5,022	.60	.007	920	685	232	229	9,516	. 52	.006	1,560	3,947	.009	4
reene	15.8	.58	.012	4.2	2,958	.35	.004	240			106	5,460	.30	.004	1,300	1,828	.006	5
lale	21.3	.78	.017	5.4	2,958	.35	.004	540	221		124	6,214	.34	.004	1,151	2,674	.007	4
lanry	17.8	.65	.014	4.2	3,125	.37	.005	720	508	284	106	6,890	.38	.005	1,640	3,628	.007	
leuston (Dothan)	41.6	1.53	.033	11.0	14,202	1.69	.021	2,780	2,055	490	494	27,794	1.51	.019	2,527	5,356	.022	6
acksonlefferson (Birmingham-	35,5	1.31	.028	8.4	6,268	.74	.009	1,580 51,363	575 37,551	568 4,863	229 6,654	12,168 520,440	.66 28.33	.008	1,449	5,566 5,102		8
Beesemer)	470.4	17.31	.370	132.1	220,040	26.14	.320	31,000	,	.,,	-,	,						
amar	15.7	.58	.012	3.8	2,995	.36	.004	540	287	297	88	6,682	.36	.005	1.758	2,755	.006	5
auderdale (Florence)	45.8	1.68	.036	11.6	13,318	1.58	.019	2,920	3,204	774	335	38,836	2.11	.026	3,348	3,983	.025	0
awrence	24.8	.91	.019	6.0	2,641	.31	.004	880	331	180	53	6,032	.33	.004	1,005	4,411	.007	1
.00	32.9	1.21	.026	8.5	7,914	.94	.012	2.640	685	426	425	. 19,760	1.08	.013	2,325	3,383	.016	
imestone	31.7	1.17	.025	7.7	5,933	.70		1,260	796	555	229	11,310	.62	.008	1,469	6,766	.012	1
owndes	18.2	.67	.014	4.6	2,548	.30		480	100		18	6,656	.38	.004	1,447	3,147	.006	1
Vlacon	28.8	.99	.021	6.7	4,985	.59	.007	1.780	553	271	247	10,634	.58	.007	1,587	4,074		
Madison (Huntsville)	67.5	2.48	.053	16.9	20,888	2.48	.030	5,320	3,845	1,225	618	45,422	2.47	.031	2,688	8,175		1
Marengo	27.3	1.00	.021	7.1	5,878	.70	.009	1,360	508	361	194	11,622	.63	.008	1,637	3,547	.011	3
Marien	22.3	.82	.018	5.2	3,889	.46		500	575	90	124	8,112	.44	.006	1,560	2,792		4
Marshall	38.5	1.42	.030	9.5	10,044	1.19	.015	1.820	1.193	748	371	21,060	1.15	.014	2,217	7,884		6
Mobile (Mobile)	227.8	8.38	.179	62.2								277,703			4,465	4,347		10
Monroe	23.4	.86	.018	5.5	117,456 5,320	13.95		25,445 760	18,130 530	3,115 129	4,930 123	8,944	.48	.006	1,626	3,410		
Montgomery (Montgomery);.	115.2	4.24	.090	32.2	51.845	6.16	.075	9,700	7.750	1,600	1,617	124,491	6.78	.084	3.866	6,375	.083	9
Morgan (Decatur)	45.6	1.68	.036	12.1	15,271	1.81	.022	3,200	1,945	658	494	26,104	1.42		2,157	5,647		1
Perry		.78	.016	5.0	4,055	.48		1,300	530	90	159	7,384	.40		1,477	2,383		1
Pickens	23.7	.87	.019	5.8	4,111	.49	.006	840	508	284	159	6,630	.36		1,143	3.583		
Pike	27.8			7.1	8,165	1		2,120	1,547	387	247	16,952	-			4,438		
Randolph	21.8	.80	.017	5.3	4,018	.48	.008	640	663	258	123	8,008	.44	.005	1,511	3.019	.008	
Russell	38.7	1.42		10.0	5,859	.70		1,840		271	141	11,128	.61	.007	1,113	2,583		
St. Clair	24.3	.89		6.0	5,561	.86		1,300	1,127	116	159	10,634	.58		1,772	2,856		
Shelby	26.8	.99			5,059	.60		1,580	1,127	142	194	10,686			1,571	2,537		
Sumter	20.0	.82		6.8 5.6	3,850			540	420		106				1,346	3,156		
Talladana	59.4	-0 10	.047	14.1	19 400	1.45	010	2 640	1 200	1.032	565	21.788	1.18	015	1,545	3,774	.022	4
Talladega	30.8	2.19		0.000	12,406	1		3,640	1,260	.,	353					3,319		1
Tuscaloosa (Tuscaloosa)		1.13		7.8	8,500			1,960	1,215	1						4,984		
	68.0	2.50		16.9	24,478		1	6,080	3,691	426		50,590			2,993			
Walker						1.64		3,380	2,431	361	459			.018		3,037		
Washington		.49			1,823			740				2,554			798	1,391		
Nilcox	22.8	.84			3,274			500	199	1	106					2,910		1
Winston	15.5	.57	.012	3.6	2,921	. 35	.004	540	354	77	106	4,706	.26	.003	1,307	2,028	.005	5 4

For Alabama City figures, see page 150.

#### MISSISSIPPI — County Data

Adams (Natchez)	25.3	1.27	.020	7.6	9,752	1.99	.014	2,857	1,395	446	488	21,894	1.93	.015	2,881	1,663	.016	8
Alcorn	23.7	1.19	.019	6.4	7,671	1.56	.011	1,799	1,211	548	270	15,635	1.38	.011	2,443	2,557	.013	-
Amite	17.2	.86	.014	4.2	1,909	.39	.002	705	165		90	4,232	.37	.003	1,008	4,123	.005	3
Attala	25.1	1.26	.020	6.2	5,693	1.16	.008	1,595	1,174	360	234	12,422	1.09	.008	2,004	4,210	.010	1
Benton	7.8	.39	.006	1.9	568	.11	.001	186	60	•		1,420	.13	.001	747	1,566	.002	-
Bolivar	61.4	3.07	.048	17.7	13,602	2.77	.020	5,454	1,780	1,339	594	32,760	2.88	.022	1,851	24,240	.027	
Calhoun	17.6	.88	.014	4.5	2,425	.49	.004	334	239	174	72	6,115	.54	.004	1,359	2,810	.006	
Carroll	15.6	.78	.012	3.8	1,686	.34	.002	538	128		54	4,368	.38	.003	1,149	3,967	.005	-
Chickasaw	18.6	.93	.015	4.7	2,838	.58	.004	1,002	404	50	198	7,698	.68	.005	1,638	2,538	.007	
Choctaw	11.1	.56	.009	2.6	1,428	.29	.002	482	•	112	108	3,522	.31	.002	1,355	1,643	.003	
Claiborne	11.2	.56	.009	3.2	2,408	.49	.003	557	239			5,924	.52	.004	1,851	1,974	.005	
Clarke	17.6	.88	.014	4.4	2,804	.57	.004	742	495		126	7,890	.69	.005	1,793	2,061	.007	
Clay	16.9	.85	.013	4.5	3,818	.78	.005	1,132	495	285	126	8,600	.78	.006	1,911	2,256	.007	
Coahoma (Clarksdale)	44.3	2.22	.035	13.4	12,898	2.63	.019	3,283	1,578	1,364	468	32,023	2.82	.021	2,390	14,604	.023	
Copiah	28.5	1.43	.022	7.4	6,622	1.35	.010	1,558	954	347	252	14,960	1.32	.010	2,022	5,503	.012	
Covington	15.2	.76	.012	3.6	2,442	.50	.004	575	624		108	7,344	.65	.005	2,040	3,082	.006	
De Seto	24.1	1.21	.019	6.5	3,285	.67	.005	686	147	136		8,490	.75	.006	1,306	7,633	.008	
Forrest (Hattiesburg)	44.2		.035	12.5	15,428	3.14	.022	3,506	2,477	347	594	38,790	3.42	.026	3,103	1.624	.027	
Franklin	9.7	.48	.008	2.5	1,514	.31	.002	352			72	4,750	.42	.003	1,900	1,702	.004	
George	8.5	.42	.007	2.1	1,754	.36	.003	482	257	62	108	4,068	.36	.003	1,937	846	.004	
Greene	7.9	.40	.006	1.8	1,256	.26	.002	445			108	4.068	.36	.003	2,260	953	.003	

\*Withheld to avoid disclosure.

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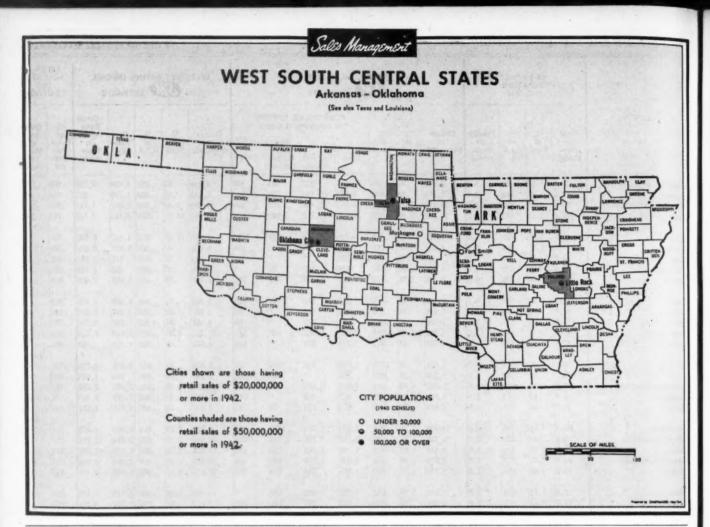
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	P	OPA ( OPULA 2-15-	TION				SH	ESTI	MATE						TIMATI		CONT	NG
COUNTY	Total	% of	%	Families	Dollars	%	% of		JR STOR thousands			Dollars	%	%	Per	Gross Farm Dollars	% of	Qu
	(in thou- sands)		U.S.A.	(in thou- sands)	(in theusands)		U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	Of	U.S.A.	fam- ity	(in thou- sands)	U.S.A. Po- ten- tial	Ma ki Ini
Grenada	19.4	.97	.015	5.0	4,403	.90	.008	948	387 184	335 136	198 162	9,419	.83	.006		2,109 622	.007	
Hancock	10.6 65.5	3.28	.008	2.9 18.2	2,219 23,488	4.79	.034	5,361	2,404	806	918	5,132 51,990	4.58	.003	1,770 2,857	1,215	.038	
linds (Jackson)	110.8	5.55	.087	30.2	61,762	12.58	.090	11,962	11,840	2,890	3,094	1 35,390	11.92	.091	4,483	7,186	.090	
Holmes	35.0	1.75	.028	9.0	7,121	1.45	.010	1,725	1,156	384	306	17,609	1.55	.012	1,957	7,963	.014	
Humphreys	24.2	1.21	.019	6.5	4,248	.87	.008	1,670	275	211	234	9,883	.87	.007	1,520	8,022	.009	
seaquena	5.2 15.8	.26	.004	1.5		.10	.001	1,521	147	50	:	1,365 3,249	.12	.001	910 833	2,314	.001	
ławamba	37.9	1.90				1.07	.008	1,855	147	409	270		.96			1,050	.012	
						-			***		400							
Jasper	17.1	.86	.014	4.1 3.2	2,408 1,926	.49	.003	315 390	110 387	112	108 90	5,460 4,341	.48	.004	1,332	3,578 2,081	.006	
Jefferson Davis	14.0	.70	.011	3.3		.44	.003	371	312	•	90	4,969	.44	.003	1	3,510	.004	
Jones (Laurel)	46.8		.037	12.0		2.79	.020	3,287	2,257	732	522	31,750			2,648	4,580	.024	
Kemper	17.5	.88	.014	4.0	1,961	.40	.003	315	220		108	4,859	.43	.003	1,215	2,654	.005	
Lafayette		.91	.014			.83	.006	1,169	532	223	198		.85		1	2,732	.008	
Lauderdale (Meridian)		.59 2.85	.009			4.29	.002	390 5,509	3,890	25 719	108 846	2,228 47,338				1,624 2,829	.003	
Lawrence	12.5			1		.40	.003	427	165	*	126				1	2,411	.004	
Leake	19.7	.99	.015	4.7	3,818	.78	.006	537	330	99	144	8,517	.75	.000	1,812	4,327	.008	4
Lee (Tupelo)	32.9	1.65	.028	8.8	10,458	2.13	.015	2,033	1,761	719	432	20,978	1.85	.014	2,384	4,482	.017	,
Leftore (Greenwood)	-					3.21	.023	4,289	1,725	1,166	686	35,545	3.13	.024	2,614	14,770	.027	7
Lincoln				1			.009	1,725	1,193	223 471	306 486				1	3,821	.011	
Lewndes (Columbus) Madison								1,588	569			,				6,330	.012	
Marion				1		1		1,707 872	312 367	1	1	11,968				3,549 3,481	.010	
Monroo			1					1,829	1	446							.014	
Montgomery	14.8							835			1	-,				2,304	.006	
Neshoba	24.1	1.21	.019	5.1	4,420	.90	.006	612	532	161	288	11,357	1.0	.000	1,958	5,008	.010	1
Newton	20.2	1		1			1	965	1						1,978			
Nexubee									1	1	1	-,						-
Panola								1										
Pearl River	16.9	.8	.013	3 4.	5,040	1.03	.007	1,094	184	273	12	6 10,82	1 .9	5 .00			.001	8
Perry	8.1	.4	1 .00	8 1.	9 1,101	.22	.002	241	37		3	8 2,64	8 .2	3 .00	2 1,394	1,088	.00	3
Pike	31.7	1.5	9 .02	5 8.	4 10,354	2.11	.016				43	2 22,05	8 1.9	4 .01	5 2,626	3,073	.01	7
Prenties				-						-		.,,	-	_				
PrentissQuitman							1											
	1																	
Rankin	24.4							1			10 8 18							
Sharkey	. 14.	4 .7	2 .01	1 4.	0 3,30	2 .67	.008	77	9 12	8 44	6 12	6 7,37	1 .6	.00			.00	16
Simpson	. 17,							1		1	1							
Smith	14.	9 .7	5 .01	2 3.	5 1,65	1 .34	.002	21	3		12	3,60	.3	.00	1,03	0 4,45	.00	19
Stone	. 5.										•	3,63			1			
Sunflower	. 55.			-				1	1	-	-				7 1,72 8 1,35			-
Tate	. 16.									1				55 .00				-
Tippah	. 16.	7 .8	.01	3 4.	.2 2,52	8 .5	2 .004	55	7 67	9 9	9 16	6,82	25 .6	.00	05 1,62	5 2,84	9 .00	90
Tishomingo	14.	4 .7	2 .01	1 3.	.6 1,58	2 .3	2 .00	2 63	1 14	7 13	6 1	18 4,66	58	11 .00	1,29	7 1,96	4 .00	04
Tunica	. 21.	5 1.0	.01	7 6.	.5 4,14	5 .8	4 .00	1,36	5 40	4 40	9 12	9,80	.1	.00	1,50	8 9,45	1 .00	09
Union	18.											98 8,00 90 7,40			05 1,64 05 2,07			- 1
Warren (Vicksburg)	38.					1					1	42 43,0			29 3,81			
Washington (Consults)	-			10			-											
Washington (Greenville) Wayne	. 14.							1			1	38 47,14 54 4,8			32 2,46 03 1,43			1
Webster	. 11.	.4 .5	.00	09 2	.9 2,78	.5	7 .00	4 66	8 22	20 14	19	90 6,3	81 .	56 .0	04 2,19	3 1,91	5 .0	004
Wilkinson	16.		32 .01 34 .01		.2 3,35 .5 3,56					9		70 7,80 44 8,3			05 1,85 06 1,86	1		007 007
			.0		3,50	.,	.00	"	1	"	-	0,3			1,00	2,00	" ."	-WE
Yalobusha	. 15.	-	.01		.2 3,28						1	80 7,2			05 1,73			007
			78 .03	- 9	.4 7,80	1.5	.01	1 1,54	71	16 54	5	17,3	08 1.	0	12 1,84	8,73		015
STATE TOTAL	1 4 000	4	1.50	528	.0 490,73	12	1 194	3 124,87	8 65,79	26,11	01 01	96 1,135,5			65 2,15	364.6		910

<sup>\*</sup>Withheld to avoid disclosure.

For Mississippi City figures, see page 151.

Before using these figures, see explanation page 17.



## West South Central States—County Data

OKLAHOMA - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	ı	OPA ( POPUL 2-15-	ATION				S/A	IL SALE	S—1944 IMATE					BUYING D EST			SALI ADVE IN CONT	RTIS-
COUNTY	Total	%	% of	Families	Dollars	%	%			RE GROUIS of dollar		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
AdairAffalfaAtoka	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State		fam- ity		U.S.A. Po- ten- tial	of Mar- ket Index
Adair	13.6	.68		3.4	1,825	.20		517	236	141	153	3,658	.20			1,720		36
Alfalfa	10.3		.008	3.1	4,388	.48	.006	1,114	394	606	346	8,155		.005	2,631	15,614	.005	63
Atoka	13.5		.011	3.4	2,878	.31	.004	1,055	414	258	96	4,970		.003	1,462	3,209		36
Beaver	7.0		.005	2.0	1,702	.19		597	59	258		3,535		.002	1,768	6,459		60
Beckham	18.8	.94	.015	5.5	8,845	.97	.013	2,408	1,615	826	364	15,750	.87	.011	2,864	7,374	.012	80
Blaine	15.3	.77	.012	4.3	6,283	.69	.009	1,652	611	813	365	11,463	.64	.007	2,666	9,614	.009	75
Bryan (Durant)	30.7	1.54	.024	8.0	10,355	1.13	.015	3,084	1,773	684	442	15,785	.87	.011	1,973	7,213		63
Caddo	35.3	1.78	.028	9.5	12,285	1.34	.018	3,701	1,084	1,238	595	22,190	1.23	.015	2,336	13,630	.019	98
Canadian (El Reno)	24.6	1.24	.019	6.8	10,758	1.17	.016	2,846	1,123	1,006	518	21,315	1.18	.014	3,135	9,490	.016	84
Carter (Ardmore)	32.6	1.64	.026	9.0	15,339	1.67	.022	4,418	2,817	1,053	922	17,605	.98	.012	1,956	4,850	.018	68
Cherokee	16.8	.84	.013	4.2	3,300	.36	.005	856	217	181	192	5,828	.32	.004	1,388	3,044	.006	46
Choctaw	19.9	1.00	.016	5.2	5,124	.56	.008	1,492	749	232	230	10,325	.57	.007	1,986	4,108	.009	56
Cimarron	3.4	.17	.003	1.0	1,457	.16	.002	398		219	58	2,713	.15	.002	2,713	2,375	.002	67
Cieveland (Norman)	30.3	1.52	.024	8.1	9,828	1.07	.014	2,945	1,024	916	756	16,188	.90	.011	1,999	4,900	.015	63
Coal	18.4		.006	2.1	2,492	.27	.004	716		155	77	4,375	.24	.003	2,083	2,908	.004	67
Comanche (Lawton)	47.0	2.36	.037	12.1	17,006	1.88	.025	3,861	2,206	1,471	749	27,283	1.52	.018	2,255	6,483	.024	65
Cotton	10.2	.51	.008	2.8	4,546	.50	.007	836	1,537	209	134	8,365	.46	.006	2,988	3,675	.007	88

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

An index to all county and city data, by states and sections, appears on page 4.

# PIONEERING TO SUCCESS

In 1944 Oklahoma sprang suddenly into the spotlight as the nation's number 1 mung bear producer. Frank Richards, west of Crescent, Oklahoma, is one of the reasons for this record.

Richards has been farming in this community since 1918. Up to 1944 he had farmed on rented land but in June of last year he purchased 160 acres for \$12,500. He farms 345 additional agres which he still rents.

About twenty years ago he started experimenting with mung beans. Three years ago he got into it on a large scale, with a crop of 2,000 pounds. In 1944 his production amounted to 69,788 pounds and returned him \$6,978.80!



Richards prides himself on the custom cleaning equipment he has installed to clean his own ... and neighbors' beans, alfalfa seed and cowpeas.

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ROLS

Quality of Market Index

63

80 80

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page 17.

MENT

Frank Richards turned to mung beans for several reasons. First, of course, because he had a ready market. Mung beans, too, are planted after wheat, thereby giving two crops from the same land in one season. Mung beans further, being a legume crop, are excellent soil builders.

But not all of Richards' farm income comes from this wonder grop. In 1944

he marketed more than \$3,000.00 worth of hogs, more than \$2,200.00 worth of wheat, more than \$1,300.00 worth of alfalfa hay and seed . . . totalled \$17,128.00 from his farm work.

Compared with gross sales of around \$2,000.00 in 1940, the story of Frank Richards is one of planned progress. He farms with two tractors, one



The Farmer-Stockman reporter visited Frank Richards at his warehouse at Crescent, Oklahoma, on January 8, 1945. He found Richards weighing mung beans.

of which was purchased in 1944. He also bought a new side delivery rake last year. He has his order in for a new pick-up baler for delivery in 1945. He has set up, in an old warehouse in Crescent, custom cleaning equipment to improve the marketability of his own and his neighbors mung beans, alfalfa seed and cowpeas.

Ingenuity in searching out new methods and new products is typical of the new era of farming throughout the Southwest. Frank Richards is one of the pace setters. His story is the kind that is constantly being recorded by The Farmer-Stockman and passed on to its readers.

# The FARMER \* STOCKMAN

Oklahoma City, Oklahoma

Represented by The Katz Agency

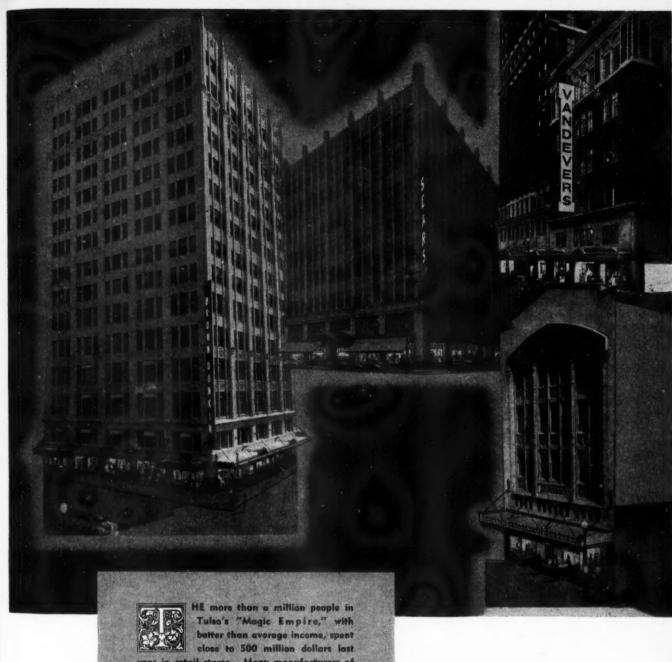
THE OKLAHOMA PUBLISHING CO.: THE DAILY OKLAHOMAN & OKLAHOMA CITY TIMES WKY, OKLAHOMA CITY & KVOR, COLORADO SPRINGS & KLZ, DENVER (Affiliated Magnt.)



7 - 3		OPA C OPULA 2-15-1	TION					ESTI							INCO		SALE ADVE IN CONT	RTIS
COUNTY	Total	% of	%	Families	Deliars	%	%		IR STOR			Dollars	%	% of	Per	Gross Farm Dollars	of	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	91	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tiai	of Mar- ket Inde
raig	17.2	.87	.014	4.2	6,529	.71	.010	1,254	749	588	173	10,448	.58	.007	2,488	6,001	.009	6
reek (Salpulpa) ueter	40.1 20.5	1.03	.031	11.1 5.9	18,428 9,723	1.06	.027	5,831 2,448	2,068 1,182	929 942	941 459	36,890 19,128	2.05 1.06	.025	3,323	5,258 10,987	.027	8
elaware	12.3	.62	.010	3.1	2,018	.22	.003	458		426	77	3,798	.21	.003		3,514	.004	4
ewey	8.3	.42	.006	2.3	2,931	.32	.004	895	217	310	154	5,775	.32	.004	2,511	6,755	.004	1
Ilis arfield (Enld)	6.5 39.7	2.00	.005	2.0 12.2	2,948 26,835	.32 2.93	.004	637 5,950	118 5,413	400 3,289	134	5,408 50,025	2.78	.004		6,607 17,879	.004	1
arvin	23.0	1.16	.018	6.0	7,810		.011	2,468	1,005	658	442	15,645	.87	.011		8,104	.012	
irady (Chickasha)	35.4	1.78	.028	9.9	13,777	1.50	.020		2,600	1,019	672	26,880	1.49	.018	2,715	11,408	.021	
lrant	9.6	.48	.008	3.0	4,352		.006	1,333	79	877	250	7,840	44	.005		17,198	.008	
lreer	12.6	.63	.010	3.5	4,756		.007	1,433	591	451	211	10,010	.56			5,630		
farmon	7.8 5.2	.39	.006	1.5			.003		394 79	181 232	134 115	4,393 3,920	.24			3,712	.004	
taskell	12.3	.62	.010	3.0	2,826	.31	.004	617	335	232	134	5,005	.28	.003	1,668	3,514	.005	
-lughes		1.00	.015	5.0			1		1,635	451	384	13,895	.77		1	4,801	.011	
ackson		1.03	.016	6.0	7,584	.83				619	365	14,683	.82			7,114	.012	
efferson	11.1	.56	.009	3.0		.39	.005			374	1	7,175	.40	.005	2,392	6,323		1
ehnaton	10.3	.52	.008	2.6	2,282	.25	.003	756	335	142	118	4,498	.25	.003	1,730	4,120	. 104	
Kay (Penca City)		2.17	.034	13.1		1		1	1	1						12,472		1
Kingfisher	11.8	.59	.009	3.4							1							
Klowa		.98	.015	5.7				1		1	1					9,218		1
Latimer		1.59								1	1	3,762 15,610						
Le Flore		-																
Lincoln						1		1	1						1	7,052 6,470		1
Eove											1					1		
McCialn	15.0					_	1			1	1							
McIntesh	17.9	.90	.014	4.	3,54	5 .3	.00	1,07					.4	.00	1,758	5,02	.007	7
Major	9.3	1							-									
Marshall						1						.,						
Mayee												-,		-				
Muskogee (Muskegee)	62.9	3.16	.049	17.	4 28,34	8 3.1	0 .04	6,63	4,94	1,512	1.78	65,190	3.6	2 .04	4 3,747	8,47	.04	4
Noble																		
Nowata		.60	.009	3.						-	-	.,						-
Okfuskee				1			-											_
Oklahoma (Oklahoma City).	. 256.6	12.91	.202	79.	190,08	3 20.7	5 .27	6 30,55	26,46	7 10,91	2 10,77	383,80	3 21.3	2 .25	9 4,82	7,80	7 .25	3
Okmulgee (Okmulgee)	0 0														3 3,043 8 3,500			
Ottawa (Miami)										-								
Pawnee		.6	.010	0 3.	4 4,54	.5	.00	7 1,51	2 45	3 33		0 7,71	8 .4	3 .00	5 2,27	4,35	5 .00	7
Payne (Stillwater)		1.5	2 .02	4 9.	0 14,91	9 1.6	.02	2 4,77	8 2,48	3 1,44	5 80	6 31,71	0 1.7	6 .02	3,52	5,65	4 .02	2
Pittsburg (McAlister)	. 42.5	2.1	8 .03	4 10.	.9 14,03	1.5			0 2,42					.01				
Pontotoc (Ada)	. 27.0	1.3													-			
Pottawatomie (Shawnee)																		
Pushmataha			-				.00			-		5,65 8 4,04		.00				
		-																
Regers				1			06 .02							3 .00				
Sequoyah														.0				
Stephens (Duncan)	. 28.	7 1.3	4 .02	1 7	.4 10,8	98 1.1	.01	16 3,04				17,86	8 .5	0. 0	2,41	5 4,66		
Texas	9.						.00							52 .00				
Tillman							.00	1				11,09		.0				
Tulea (Tulea)							.19 .00								98 4,49 04 1,53			
Wagoner					.5 16,14							33,60			23 4,48			
Washita					.9 5,3		.00		1			11,32		27.	07 2,31			
Woods					.9 6,9		76 .0					13,08		73 .0				
Woodward	. 13.	8 .6	.01	1 3	.6 8,2	_	90 .0	2,0	50 68	73		12,47		_	08 3,46		-	
		3	. 1.56	2 559		11			10 130,8	68,49		1,800,40	- 1	1			75 1.31	

<sup>\*</sup>Withheld to avoid disclosure.

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year in retail stores. Many manufacturers of good products are represented in the 6,000 retail stores in this rich market. Are YOURS?
... Of course we can't picture for you the many fine shops and retail stores in "The Magic Empire"... but shown above are four of Tulsa's leading department stores through whose doors pass thousands of shoppers every week... the kind of shoppers YOU can TELL and SELL on the merits of YOUR product through the pages of the newspapers they read!

OKLAH EMPIRE

OIL CAPITAL NEWSPAPERS

#### TULSA WORLD • TULSA TRIBUNE

MORNING . EVENING . SUNDAY . REPRESENTED NATIONALLY SY . THE BRANHAM CO.

"OIL CAPITAL OF THE WORLD"

17.

NT

	P	OPA ( OPUL) 2-15-	ATION				SH.	ESTI	1944 MATE					BUYING			SALE ADVE IN CONT	RTIS-
COUNTY	Total	%	67	Families	Dollars	67.	67.			E GROUP		Dollars	617	~	Per	Gross Farm Dollars	%	Qual-
	(in thou- sands)	01	U.S.A.	(in thou- sands)	(in thousands)	of State	of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of State	of U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
krkansas	22.7	1.32	.018	6.5	9,343	1.68	.014	2,040	733	1,485	426	13,065	1.22	.009	2,010	8,609	.012	6
lahley	24.6	1,42	.019	6.7	6,216	1.12	.009	1,636	416	154	493	10,521	.99	.007	1,570	4,315	.010	5
laxter	9.8	.56	.008	2.8	1,628	.29	.002	382	67	38	112	3,622	.34	.002		1,397	.003	3
Soone	30.2 13.6	1.74	.024	9.0	9,027 5,624	1.62	.013	2,040 1,254	566 816	730 422	627 358	16,789 9,648	1.57	.011	1,865 2,473	8,629 2,489	.014	
					.,			.,	0.0		350	3,040	. 50	.000	2,473	2,400	.000	7
Dradley	14.7	.85	.011	3.9	5,254	.95		1,066	366	205	179	8,954	.84	.006	2,296	1,897	.008	
Carroll	7.5 11.0	.43	.006	1.9	1,055 2,888	.19	.002	255	200	***	45	2,584	.24	.002	1,380	1,306	.003	
Chicot	25.6	1.48	.020	7.4	-,	.52	.004	744 2,084	300 648	166 525	246 269	5,800	.54	.004		3,090	.005	
Clark	20.8	1.20	.016			1.13		1,551	633	448	358	10,378 10,867	1.02	.007	1,402	6,099 3,478	.010	7
												10,00	1.02		.,	0,410		
Clay	24.9	1.43	.019	6.8		.83		1,169	530	346	291	9,015	.84	.006	1,366	7,487	,009	1
Cleburne	10.5	.60	.008	2.7		.32		531	183	•	112		.42	1		2,795	.004	1
Columbia	26.2		.020		1,406 7,807	1.40		595 1,828	670	704	67 403	3,521	.33			2,152	.003	1 -
Conway	16.7	.96	.013		7 8 9 9 9			1,828	616	794 384	403 246		1.23	1		4,508 3,407	.012	1
				4.1	4,000		.500	1,004	010	304	246	0,36/	.80	.006	2,090	0,407	.007	5
Craighead (Jonesboro)	42.8	2.47	.034	11.3	13,986	2.51	.020	3,273	1,398	747	694	30,952	2.90	.021	2,739	11,230	.023	8
Crawford	20.7	1.19	.016		1	.84		1,636	266	154	269	8,242	.77		1,499	2,713	.008	8 8
Crittenden	40.2		. 032		,			2,712	466	922	224					15,014	.016	
Dallas	24.7	1.42	.019					1,488	283 508	358 64	202	,	1			7,478	.009	1
				0.1	4,400	.00	.000	1,211	508	64	157	7,713	.72	.005	2,488	1,540	.006	6
Deshu	31.8	1.83	.025	9.1	5,457	.98	.008	1,764	633	358	246	9,910	.93	.007	1,089	5,304	.011	4
Drew	21.2					.79	.006	1,530	350	218	269	7,530				3,060		8 4
Faulkner	21.8				-,	4		1,275	816	461	269		1		1	1		
Franklin	11.4 7.5			1				383 213	1	192	134		1		1			
	1.3	.70	. 500	2.1	000		.001	213		51	40	2,544	.24	.002	1,272	2,193	.003	1 0
Garland (Het Springs)	37.9	2.18	.030	11.3	20,497	3.6	.030	5,653	2,514	858	1,59	40,496	3.8	.027	3,584	1,846	.029	9 9
Grant.	9.1							616		1	6	3,602	1			-	.003	3 4
Greene	24.3				1	1		1,934	1	1	33		1					
Hempatead	26.3 17.5							1,678	1		400		1		1			
	17.5	1.00	.014	4.	3,000	1 ./	,000	1,041	363	179	24	6,756	.63	.005	1,437	2,009	.007	1 .
Howard	12.9	.74	.010	3.	4,292	.7	.006	1,020	583	397	22	7,488	.7	.00	2,196	3,33	.006	6 6
Independence	20.2	1			6,086	1.1	.009	1,551	706	435	20	10,216				4,910	.009	9 8
lzard	10.1				.,			213		•	4	-,	1	1 .003	1,268			
Jackson	24.0 72.8							1,721			35		1					
community (Fine Blun)	12.0	4.11	.00/	21.	8 23,281	4.1	. 034	5,525	2,005	1,152	91	9 53,256	4.9	9 .03	2,466	10,84	.040	0 7
Johnson	13.2	.75	.010	3.	3,496	.6	. 005	892	316	239	17	7.30	.6	8 .00	2.087	2.37	.000	6 6
Lafayette	14.1	.81		1		1			1		15	- ,	1		1,70			
Lawrence	20.3									1	15		.8	0 .00	1,64			
Lee	23.7							1,488					.1					
Lincoln	17.2	.99	.013	4.	6 2,12	.3	.003	744	133	90	13	4,98	.4	7 .00	3 1,08	4,72	2 .00	15
Little River	12.3	.71	.010	3.	4 3.05	.5	5 .004	765	233	128	17	9 6,53	2 .6	1 .00	1 1.92	2,98	8 .00	15
Logan	20.0							1	1		33	_		1	1			
Lonoke	27.2		7 .02	1 7.					1		35							2
Madison	11.6							170	67									
Marion	6.8	.31	.00	5 1.	8 68	.1	2 .001	234	83			2,03	5 .1	9 .00	1 1,13	1 1,37	7 .00	)2
Miller (Texarkana)	30.0	1.7	3 .02	4 8.	12 17	2 2 2	7 010	0.00		200			0 0 -		2 0 00		0 00	0
Mississippi (Blytheville)	77.6			-														
Monroe	18.2			1							1							
Montgomery	6.2	.3	.00	-		-		1		38		3,01		1				
Nevada	15.5										1					1		
Newton		.4	8 .00					400										12
Newton	7.8		-	-						384	47	4,05	-					
Perry	6.0			1						9	1	15,52						
Phillips (Hetena)	41.7			1			-			806	1							-
Pike	9.7									1		7 3,90		1				
																		14
Poinaett								1		1								
Polk				-					-	1	1							
Prairie				1			1											
	7814	1		3.	1 2,20		.000	980	100	102	10	4,78	.4	.00	1,40	3,04	1 .00	
Pulaski (Little Rock-								1		1						1		

<sup>\*</sup>Withheld to avoid disclosure.

### Sales Management

#### WEST SOUTH CENTRAL STATES

Louisiana

(See also Oklahoma, Arkansas, Texas)



Cities shown are those having retail sales of \$20,000,000 or more in 1942.

Counties shaded are those having retail sales of \$50,000,000 or more in 1942.

#### CITY POPULATIONS

(1940 CENSUS)

- O UNDER 50,000
- 50,000 TO 100,000
- 100,000 OR OVER



Property CHARIMAKERS - New York

#### ARKANSAS — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	F	OPA (POPULA 2-15-	ATION				S/A	L SALES ESTI	-1944 MATE			EFFEC <sup>*</sup>			INCO		IN	RTIS-
COUNTY	Total	%	%	Families	Dollars	67	00			E GROUI		Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of	u.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily		U.S.A. Po- ten- tial	of Mar- ket Index
Randolph	14.1	.81	.011	3.7	3,126	.56	.005	637	100	256	157	5,291	.50	.004	1,430	4,202	.006	55
St. Francis	33.2	1.91	.026	9.1	8,269	1.49	.012	2,316	566	742	426	14,489	1.36	.010	1,592	9,700	.014	54
Saline	23.5	1.35	.018	5.9	3,811	.68	.005	935	316		90	6,675	.63	.005	1,131	1,918	.008	44
Scott	9.7	.57	.008	2.6	2,571	.46	.004	382	150	120	90	4,762	.45	.003	1,832	1,724	.004	50
Searcy	9.4	.54	.007	2.4	1,120	.20	.002	255	133	72	112	3,032	.28	.002	1,263	1,336	.003	43
Sebastian (Ft. Smith)	58.3	3.36	.046	16.8	34,420	6.19	.050	7,570	5,120	1,650	1,632	70.514	6.61	.048	4,197	2,948	.048	104
Sevier	11.8	.68	.009	3.1	2,830	.51	.004	978	216	128	291	5.840	.55	.004	1.884	2,030	.005	56
Sharp	9.0	.52	.007	2.4	1,092	.20	.002	212			45	3,073	.29	.002	1,280	2,652	.003	43
Stone	6.6	.38	.005	1.6	759	.14	.001	106				1,587	.15	.001	992	1,520	.002	2 4
Union (El Dorado)	45.6	2.63	.038	12.9	23,310	4.19	.034	6,094	2,275	973	1,255	50,265	4.71	.034	3,897	3,386	.034	9
Van Buren	9.1	.52	. 007	2.3	962	.17	.001	191	50	13	45	2,747	.26	.002	1,194	1,969	.003	3 4
Washington (Fayetteville)	31.3	1.80	.025	9.0	15,300	2.75	.022	2,805	2,348	709	784		1					
White	31.9	1.84	.02	8.1	7,937	1.4	.011	1,913	1		381			1				
Woodruff	18.6	1.07	.01	4.1	4,533	.8	.006	1,402	433		1		1	.00		1		7 4
Yell	13.9	.80	.01	3.	3,478	.6	.005		1	166						1		1
STATE TOTAL	1,736.1		1.36	475.	556,435		.808	133,94	59,212	31.354	27.85	1.067.012	2	.71	9 2.24	349.63	8 .87	5 6

For Arkansas City figures, see page 154.

#### LOUISIANA - County Data

Acadia	40.7	1.76	.032	10.4	13,604	1.44	.020	1,937	2.030	1.794	453	25,256	1.40	.017	2.428	11.935	.021)	66
Allen	16.0	.69	.013	4.4	3,591	.38	.005	886	183		151	6,952	.39	.005	1,580	2,282	.007	54
Allen	18.7	.81	.015	5.0	5,415	.57	.008	1,010	386	611	170	8,888	.49	.006	1,778	2,633	.008	53

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

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1.	P	OPA ( OPULA 2-15-	TION	ДТ	1		SA	L SALES ESTI	-1944 MATE						INCO		ADVE IN CONT	RTIS
COUNTY	Total	% of	%	Families	Dollars	% of	% of			E GROUF		Dollars	% of	%	Per	Gross Farm Dollars	% of	Quality
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Inde
esumption	16.8	.73	.013	4.2	4,448	.47	.008	824	386	806	132	7,194	.40	.005		4,314	.007	
voyelles	34.3	1.48	.027	9.0	7,900 3,857	.85	.012	1,586	548 447	572 143	396 95	13,200 7,744	.73	.009	1,467	5,552 1,838	.014	
eauregard	19.7	.85	.015	5.0	4,883	.52		1,112	243	104	227	9,460	.53	.006	1,892	3,621	.008	
oealer	29.7	1.28	.023	7.9	8,094	.86		1,957	203	468	302	12,938	.72	.009	1,637	4,896	.013	
adde (Shreveport)	139.7	6.03	.110	0.000	92,160	4400		20,482	13,268	4,130	5,580	195,080	10.83	.131	4,793	8,332	.128	1
elcasieu (Lake Charles)	73.3	3.16	.058	20.4	36,213	3.84	.053	6,571	4,425	2,314	889	69,102	3.84	.047	3,387	5,450	.051	
aldwell	10.3		.008	2.7		.26		247 247	263 41	52 39	151 38	4,334 1,938	.24	.003	1,805 1,383	1,589 1,570	.004	
Cameron	5.5 12.3	.53		3.2		.10		433	264	143	95		.24	.003		2,346	.004	1
Alafborns	24.9	1.07		6.4		.71		1,848	913	338	416		.71	.009		4,300	.011	
Cencordia	13.0								428	377	132	5,676	.32	.004	1,419	2,162	.005	
De Sete	25.8	1.11	.020	8.9	6,650	.71	.010	1,669	1,400	143	302	12,342	.69	.008	1,789	4,490	.011	
(Baton Rouge)	107.1	4.62	.084	30.1	68,578	7.29	.100	13,206	10,252	5,239	3,308	101,288	5.63	.068	3,365	2,882	.081	
East Carroll	15.8			4.7				865	305	351	246	7,854	.44	.005		4,277	.007	
East Feliciana Evangeline				7.9				536 865	122 426	728	95 57					1,755 6,300	.008	
Franklin									731	585	284					6,716	.011	
Grant	15.4	.67	.012	1		.33	.004		162		95					1,349	.006	
beria (New Iberia)				9.1					1,218	1,339	473					5,312	.019	
berville	25.2 14.7								751 305	312	170		.71	.009			.011	1
lefferson									223	2,093	438					2,199		
lefferson Davis			.018						690		321					7,483		
Lafayette (Lafayette)							1		3,674	1,404	321							
Lafourche		1							1,339		397					1		
				1														
Lincoln									914	494 65	378						.010	
Madison								1	609	572	248							
Morehouse	24.1								914	221	284				1,772			
Natchitoches	35.8	1.58	.028	9.3	8,227	.87	.012	2,045	995	286	321	13,156	.73	.009	1,415	5,617	.014	8
Orleans (New Orleans)	521.4	22.51	.410	142.	314,120	33.3	.456	65,940	58,506	7,231	17,37	708,140	39.3	.47	4,987	1,413	.457	
Ouachita (Monroe)									5,603	2,470	1,493							
Plaquemines		1							-	220	-	2,880						- 1
Pointe Coupes									365 6,110		113							-
Rad Bluce					2,52		7 .004	515	223			4,684	2		1,333	3,076	.00	
Red River									447		24				1,504			
Sabine	20.6							865	568		24				1,723			
St. Bernard									:		13	2,090			1,045			- 1
St. Charles	11.0	.50	.001	3.	2,86	.3	.004	1,030			13.	4,57		.00.	1,525	000	1 .00	9
St. Holona						-						1,584						
St. James										288	114							- 1
St. Landry (Opelousas)						1			1				1					-
St. Martin											13	7,87	.4	4 .00	1,45			8
St Mary	32.1	1 1.3	9 .02	8.	9,27	2 .9	8 .013	2,946	1,401	663	24	6 14,16	.7	9 .01	1,68	3,64	.01	4
St. Tammany														-				
Tangipahea													-					
Terrebenne (Houma)			-															
Union	18.5	2 .7	01.01	4.	7 3,59	1 .3	8 :00	700	182	117	17	6,64	0 .3	7 .00	4 1,41	4 3,50	1 .00	16
Vermillen						8 .9	.013	1,68		1,248	35	8 15,40	8. 0	.01	0 1,52	9,91	2 .01	5
Vernon	. 25.	3 1.0	9 .02	0 6.	8 4,18	0 .4	4 .00	1,25	34		1	7,65						
Washington (Begalusia) Webster															2 1,99 0 1,68			
West Baten Rouge								1				. 30			1,10			04
West Carroll									1	8 286	20							
West Feliciana	. 10.	1 .4	4 .00	8 2.	0 1,27	3 .1	.00	2 45	3	•		2,66	2 .1	.00	1,33	2,39	2 .00	
Winn		2 .6	.01	1 3.	8 3,91	4 .4	.00	6 1,13	58	9 130	20	5,94	0 .3	.00	4 1,58	1,76	4 .00	06
	-	_		-							-							-

\*Withheld to avoid disclesure.

For Louisiana City figures, see page 154.

# AVERAGE-

Eny way liqure

TEXAS - County Data

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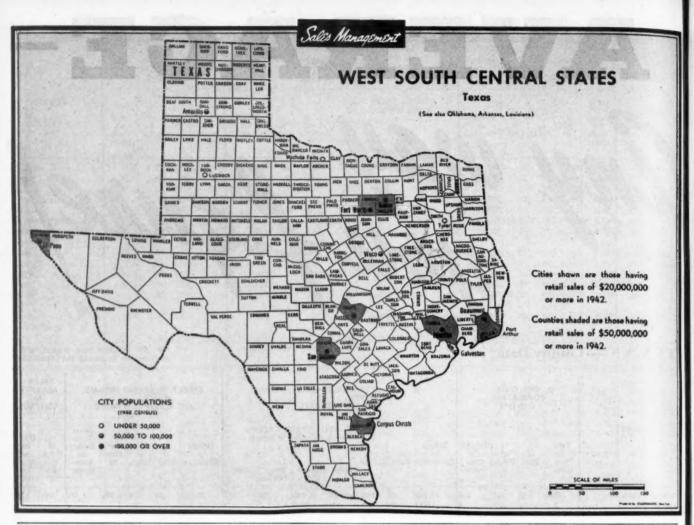
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	,	OPA (POPUL 2-15-	ATION					IL SALE						BUYING			ADVE	ES ERTIS- NG TROLS
COUNTY	Total	% of	% of	Families	Dollars	% of	% of			E GROUF		Dollars	% of	% of	Per	Gross Farm Deliars	% of	Qual-
	(in thou- sands)	State	U.S.A.	(in thou- sands)	(in thousands)	State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	U.S,A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Anderson (Palestine)	29.8	.48	. 023	8.4	10,252	.35	.015	3,502	1,444	754	877	20,956	.34	.014	2,495	4,445	.016	70
Andrews		.02	.001	.4	534	.02	.001	213				1,180	.02	.001	2,950	1,035	.001	100
Angelina (Lufkin)		.46	.023	8.2	10,158	.35	.015	3,367	1,482	468	752	19,727	.32	.013	2,406	3,400	.016	70
Aransas	2.8	.04	.002	.8	1,036	. 04	.002	522		130		2,008	.03	.001	2,510	440	.002	100
Archer	5.9	.09	. 005	1.7	1,994	.07	.003	793	152	143	107	4,409	.07	.003	2,594	2,735	.003	60
Armstrong	2.2	.04	.002	.7	738	.03	.001	174		143		1,408	.02	.001	2,011	4,035	.001	50
Atascosa	16.0	.25	.013	3.7	3,611	.12	.005	1,142	76	299	143	7,970	.13	.005	2,154	4,543	.007	54
Austin	14.5	. 23		4.3	4,380			1,239	323	351	161	9,025	.15			5,744	.007	64
Balley	7.2	.12	.006	2.0	2,072	. 07	.003	774	133	390		3,436	.06	.002	1,718	6,018	.003	50
Bandera	3.2	. 05	. 003	1,0	879	. 03	.001	406	19	91	54	1,987	. 03	. 001	1,987	2,042	.001	33
Bastrop	19.6	.31	.015	5.4	4.584	.16	.007	2,245	475	286	215	9,936	.16	.007	1,840	3,663	.009	60
Baylor				1.9	3,093	1		832	380		161	5,713	. 09				.005	100
Box		. 23	.011	3.7	7,426	. 26	.011	1,896	760	559	412	12,353	.20	,008	3,339	2,765	.010	91
Bell (Temple)	51.8			15.2			.023	5,147	2,432	1,248	1,020	34,838	.57	.024	2,292	10,482	.027	66
Bexar (San Antonio)	364.3	5.82	. 286	98.9	175,420	.606	.255	40,501	28,204	9,024	8,292	473,152	7.75	.319	4,784	8,303	.293	102
Blanco	3.3	. 05	.003	1.0	1,397	.08	.002	387		299	72	2,795	.05	.002	2,795	2,481	.002	67
Borden	1.2	. 02	.001	.:	31							303			1,010	2,247		
Bosque	12.0	. 19	. 009	3.5	3,674	.13	. 005	1,277	95	533	268	7,700	.13	.005	2,200	5,119	.006	67
Bowie (Texarkana)	57.1	.91	.045	16.	18,212	.63	. 026	5,200	3,173	1,144	949	30,231	.50	.020	1,832	6,672	.027	60
Brazoria	46.5	.74	.037	12.	10,676	.37	.016	2,94	1,140	1,118	448	20,990	.34	.014	1,735	7,278	.019	51
Brazes (Bryan)	27.1	.43	.021	7.1	12,654	.40	.018	3,52	1,767	1,430	627	23,923	.39	.016	3,067	4,621	.018	86
Brewster	7.2	.12	.006	2.0	3,140	.11	.005	793	342	364	179	5,734	.09	.004	2,867	4,328	.008	83
Briscoe	3.8	.06	.003	1.	1 1,256	.0	4 .002	48	1 152	156	107	2,670	.04	.002	2,427	2,110	.002	2 67
Breeks	5.9	. 09	.005	1.	2,261	.00	. 003	34	8	208		3,353	. 05	. 002	2,395	1,573	.003	80
Brown (Brownwood)	32.8	.52	.026	10.	11,618	.41	. 017	3,03	1,976	689	823	23,163	.38	.016	2,316	4,870	.018	69
Burleson	13.9	.23	.011	3.9	3,407	.13	2 .005	1,52	323	156	171	7,390	.12	.005	1,895	5,27	.00	55
Burnet	8.3	. 13	. 007	2.	2,983	. 10	0 .004	98	7 78	208	12	5,879	.10	.004	2,450	4,13	.00	71
Caldwell	18.1	. 25	.014	4.	9,100	.3	.013	2,45	7 798	637	370	15,499	.25	.011	3,298	2,90	.012	2 86
Calhoun	5.9	. 09	.000	1.	1,680	0.0	6 .002	56	1 190	130	88	3,353	.00	. 002	2,096	2,26	.003	3 60
Callahan	8.8	.14	.007	2.	3,12	.1	1 .008	1,31	8 323	169	211	6,169	.10	.004	2,373	4,01	.00	5 71
Cameron (Brownsville-																		
Harlingen)	79.9	1.2	.063	20.	5 27,86	.9	6 .040	7,19	8 4,788	1,885	1,18	53,282	.87	.038	2,599	12,37	.04	88
Camp	8.8	1				1		73					1				.00	4 57
Carson	5.6	.06	.00	1.	6 2,79	.1	0 .004	71	6 206	442	21	5,189	.00	.003	3,243	4,20	.00	4 100
Gass	. 28.3	.41	. 02	7.	4 7,70			1,76	1 1,10	65	39			.010			.013	3 59
Gastro.	. 3.6			1.	0 1,42			46	4 190	286	7	2,877	.0	. 002			.00	2 67
Chambers.	8.4	.10	.00	1.	9 3,03	.1	0 .004	89	0 95	949	14	5,935	.10	.004	3,123	2,85	.00	4 80
Cherokee.	34.5	. 50	.02			.3	8 .016	3.81	1 1,691	546	71	20,495	.3	.014	2,277	7.72	.01	7 63

\*Withheld to avoid disclosure,



#### TEXAS — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		OPA ( POPUL 2-15-	ATION				RETA	IL SALE	S-1944 IMATE					BUYING ES				ERTIS-
COUNTY	Total	%	%	Families	Dellars	%	% of			RE GROU		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Childress	13.6	.22	.011	4.0	6,076	.21	.009	1,857	950	273	411	13,517	.22	.009	3,379	2,784	.009	82
Ciny	9.5	.15	.007	2.8	3,109	.11	.005	1,102	57	338	161	6,978	.11		2,491	4,630	.005	71
Cochran	5.3	.08	.004	1.4		.04	. 001	368	95	260	53	2,487	.04	.002	1,762	1,973	. 002	50
Goke	2.9	.05	.002	.8	973	.03	.001	387			71	1,987	.03	.001	2,484	3,243	.001	50
Coleman	16.6	.27	.013	4.8	5,997	.21	.009	2,284	646	507	412	13,289	.22	.009	2,789	6,858	.010	77
Collin (McKinney)	37.9	.61	.030	11.0	12,780	.44	.019	4,896	1,596	1,144	823	29,482	.48	.020		15,034	.022	73
Collingsworth	8.9	.14	.007	2.5	3,564	.12	.005	1,432	437		233	7,328			2,931	4,552	.006	71
Colorado	15.6	. 25	.012	4.5	6,547	. 23	.010	1,742	342	559	286	14,945			3,321	6,477	.011	38
Comal	12,1	.19	.010	3.5	5,856	. 20	.009	1,509	551	520	197	12,503	.20	.008	3,572	1,719	.009	90
Comanche	14.6	.23	.014	4.3	3,580	.12	.005	948	1,028	364		7,742	.13	.005	1,800	6,907	.006	55
Concho	4.3	.07	.003	1.2	1.884	. 07	.003	581	95	247	125	4.057	.07	.003	3,381	5,168	.003	190
Cooke (Gainesville)	23.9	.38	.019	6.6	9,122	.31	.013	2,632	1,178	819	448	19,781	.32	.013	2,997	7,082	.014	74
Coryell	19.7	.31	.015	. 5.4	4,082	.14	.006	1,858	418	494	179	8,963	.15	.006	1,660	6,477		53
Cottle	7.6	.12	.006	2.2	3,062	.11	.004	948	418		179	6,127	.10	.004	2,785	3,067	.004	67
Crane	2.1	.03	.002	.6	1,397	.05	.002	561		195	90	1,502			2,504	479	.002	100
Creckett	2.3		.002		1,837	.08		406	133	299		1,623				4,826	.002	100
Crosby	11.6		.009	3.3		.11		871	342	455	233			.005		5,627	.006	67
Culberson	1.3		.001	,4	1,083			194	•	•	•	1,174				2,491	.001	100
Dallam	9.0	.14	.007	2.6	4,082	.14	.006	1,180	456	364	269	9,212	.15	.006	3,543	4,621	.006	88
Dallas (Dallas)	443.0	7.08	.348	138.1	306,007	10.57	.444	61,794	74,355	15,862	18,040	840,613	10.49	.432	4,707	13,061	.419	120
Dawson	21.7	.35	.017	6.1	6,892	.24	.010	2,070	1,045	1,027	465	13,455	.22			8,440	.011	85
Deaf Smith	5.9		.005	1.7	4,088			909	247	702	251	5,887			3,463	11,713	.005	100
Delta				2.7				1.064	304		161				1,883	4,748		58

\*Withheld to avoid disclosure.



# Shucks-ANY FOOL **KNOWS THAT!**

They are ribbing us Texans a lot these days.

Telling how Columbus, a good Texan, discovered the rest of America.

How the best people came from Texas: Snow White, The Lone Ranger, Admiral Nimitz, Paul Revere's Horse, the United States Marines. (Nimitz really did—and a powerful lot of those marines).

Okay. We can take it.

But have a heart. When we tell the truth about us—give us credit.

Don't discount those Texas and Dallas statistics on income, development, and buying power.

Hear, we beg you, our modest plea that the Dallas market is a wow, and The Dallas News a whacking fine medium.

Shucks—any fool knows that.

Affiliates: Radio Stations WFAA and KGKO The Texas Almanac

The Pallas Morning News John B. Woodward, Inc.

exclu-MENT.

LES— ERTIS-NG ITROLS

Quality of Market Index 82 71 50

MENT



# Sales Management Gives the Facts on THE RIO GRANDE VALLEY CITY ZONE

Total population (including Matamoros and Reynosa)	 228,000
Families	 48,700
Retail sales	
Food sales	 \$17,434,000
General merchandise	
Lumber, building, hardware	 \$5,577,000*
Drug sales	 \$2,954,000
Effective buying income	
Income per family (annual average)	

"Since Sales Management's statistics did not include Matamoros-Reynosa this figure should be increased by 15.7% in order to arrive at a correct estimate of the buying power of these important units of the Valley City Zone.

TIE IT UP IN THE TIP OF TEXAS WITH THE RIO GRANDE VALLEY GROUP

#### RIO GRANDE VALLEY GROUP

The Brownsville Herald HARLINGEN VALLEY MORNING STAR McALLEN VALLEY EVENING MONITOR

Representatives
TEXAS DAILY PRESS LEAGUE

TEXAS — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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Sou city gree pan M cluc maining, mill war pap table have ing plan

Pea stee ship plan

	P	OPA (POPUL)	ATION					EST							INCO		SAL ADVE IN CONT	RTIS-
COUNTY	Total	0%	9%	Families	Dollars	%	%			E GROUI		Dollars	0%	0%	Per	Gross Farm Dollars	% of	Quai-
	(in thou- sands)	of State	of U.S.A.	(in thou- sands)	(in thousands)	of State	of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	% of State	of U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Denton (Denton)	32.3	.52	.025	9.6	13, 251	.46	.019	3,928	2,014	1,209	788	27,117	.44	.018	2,825	10,257	.020	80
De Witt	22.3	.36	.018	6.3	9,671	.33	.014	3,077	912	728	483	19,499	.32			6,662	.014	78
Dickens	8.4	.13	.007	2.3	3,501	.12	.005	929	494	442	269	6,955	.11	.005	3,024	2,784	.005	71
Dimmit	7.2	.12	.006	1.7	1,617	.06	.002	716	76	247	107	3,477	.06	.002	2.045	3,282	.003	50
Donley	6.7	.11	.005	1.9	2,826	.10	.004	987	323	273	179	5,630	.09	.004	2,963	5,246		80
Duval	14.5	.23	.011	3.6	5,809	.20	.008	1,993	361	923	430	11,385	.19	.008	3,163	4,201	.009	82
Eastland	23.1	.37	.018	6.9	11,006	.38	.016	3,793	2,185	507	627	23,639	.39	.016	3,426	4,210	.016	89
Ector (Odessa)	15.2	.24	.012	4.9	14,177	. 49	.021	3,541	817	1,261	698	15,856	.26	.011	3,236	1,035		117
Edwards	2.2	.04	.002	.6	738	.03	.001	290	•	104		1,697	.03	.001	2,828	4,650		50
Ellis (Waxahachie)	40.7	.65	.032	11.9	14,742	.51	.021	5,786	1,653	1,157	823	32,872	.54	.022	2,762	14,282		75
El Paso (El Paso)	136.2	2.18	.107	35.6	64,322	2.22	.093	13,492	13,235	2,940	3,083	160,530	2.63	.108	4,509	17,623	.103	96
Erath	15.5	.25	.012	4.7	5,903	.20	.009	1,935	1,273	221	286	11,985	.20	.008	2,550	5,392	.009	75
Falls	26.5	.42	.021	7.0	7,976	. 28	.012	3,154	1,102	663	573	18,299	.30	.012	2,614	8,147	.014	67
Fannin	31.5	.50	.025	9.1	9,232	.32	.013	3,909	1,463	676	770	18,030	.30	.012	1,981	12,553	.015	-
Fayette	23.7	.38	.019	6.6	7,442	.26	.011	1,819	722	533	304	16,704	.27	.011	2,531	7,395	.013	81
Flaher	10.6	.17	.008	2.9	2,716	.09		1,180		299	179	5,754	.09	.004	1,984	6,711	.005	
Floyd	10.9	.17	.009	3.1	4,098			1,045		598	251	8,424	.14	.006	2,717	5,441	.007	78
Foard	4.5	.07		1.3		.06		561	114	143	125	-,	.06		2,898	3,595		
Fort Bend	30.0	.48	.024	7.6				2,690			501	22,293	.37	.015	2,933	10,033	.017	71
Franklin	5.8	.09	.005	1.7	1,617	.06	.002	522	228	•	•	3,146	.05	.002	1,851	1,895	.003	80
Freestone	15.2	.24	.012					1,451	589	312	233		.17	.007	2,504	3,751	.008	
Frio	8.1	.13						658	171	221	107	.,	.07			2,960		
Gaines	6.7	.11			.,,			1,045		988	304		.08	.003	2,313	1,407		
Galveston (Galveston)	94.3			1		1.67					1,755		2000			2,227		100
Garza	- 7.0	.11	.005	2.0	2,544	.06	.004	774	285	338	125	5,900	.10	.004	2,950	3,605	.004	80
Gillespie								1,200	190	546	125					5,090		75
Glasscock						1				•		352			1,760	1,954		
Goliad								484	1	169	107	.,	1					
Genzales						1		1,974		1	215	,	1	1		8,030		
Gray (Pampa)	22.1	.35	.017	6.8	15,996	.5	.023	4,644	2,698	988	1,092	26,122	.43	.018	3,841	3,478	.019	112
Grayeon (Sherman-Denison)								9,074		.,	1,539	,			-,			
Gregg (Longview-Kilgore)	51.7						1	10,120	1	1	1,95	,		1	1 - 5	1,338		
Grimes								1,761		1	269		1	1	1			1
Gaudalupe											197		1	-		3,204		
Hale (Plainview)		1		1							73	,	1		1 - 1	8,362		
Hall									1		39	-,	1	-				-
Hamilton	10.4	.17	.000	3.	1 4,28	.1	5 .006	1,548	570	416	21	8,488	31 .14	400.00	2,731	5,168	300. Is	71

\*Withheld to avoid disclosure.

Charted on Industrial Maps as the POSTWAR Land of Opportunity

· After the war, Houston . . . the South's largest and fastest growing city . . . will enter a period of even greater growth and industrial expansion.

S-RTIS-G 'ROLS

Quai-ity of Mar-ket Index

80

82 89

75

63

112 82

107 67 65

Many important industries-including petroleum refining, cement manufacturing, oil tool manufacturing, meat packing, flour and rice milling, cotton compressing and warehousing, iron foundries and paper milling-have been long established in the Houston area and have made this a great manufacturing center. These industries have plans for postwar expansion.

New industries established since Pearl Harbor-including a huge steel mill and blast furnace, big shipyards, great synthetic rubber plants and important chemical

works-have expanded greatly and most of them will continue operations on a large scale. New industries are locating in Houston now and others are slated to follow.

Houston's amazing growth and industrial development have been . . . and will continue to be . . . largely due to the many natural advantages and the wealth of raw material resources of this area. These resources plus low-cost natural gas and electric service, ample water supply, one of the nation's most important deepwater ports, 3 transcontinental airlines, 18 rail outlets and many hardsurfaced highways make Houston a natural center for manufacturing and distribution . . . and assure the continued rapid growth and prosperity of this great market.

- \* Oil Capital of the World
- \* Third Port of America
- \* America's New Chemical Center
- \* Cotton Capital of the World
- \* Air Transport Center
- \* Synthetic Rubber Headquarters
- \* Southwest Steel Center
- \* Texas Medical Center
- **★ South's Largest City**

The Houston Market is sold when your story is told . . . in The Chronicle

THE HOUSTON CHRONICLE

R. W. McCARTHY National Advertising Manager National Representatives

THE BRANHAM COMPANY

ist In CIRCULATION and ADVERTISING for the 32nd CONSECUTIVE YEAR

MENT MAY 15, 1945

[311]



# WOMEN COUNT ON MORNING PAPER FOR SHOPPING TIPS

Again for the 12 months of 1944 the Houston Post led in Houston in the important Retail Grocery lineage classification (17% ahead of nearest competitor). The women of Houston have acquired the habit of relying on this unusual morning paper for their food shopping information.

The Houston Morning Post is filled with editorial matter of special interest to women of all ages and income groups. (For example, its newsy "On the Rationing Front" is the only column of its kind.) The Morning Post is delivered to the home, is read at home, and stays

at home—one reason being that going to work is not ordinarily a paper-reading trip in Houston. Here's the ideal paper for women; it provides reading and information during midmorning relaxation time and is the last preshopping influence in Houston homes.

The Houston Post is the only Houston paper offering both Associated and United Press services, as well as New York Times and Chicago Tribune Press services. Twenty-five of the most popular comics run regularly. Capitalize on the Post's vast following as more

and more national advertisers are doing.

Over a million people spend over a quarter of a billion dollars annually in the Houston market. This is no wartime phenomenon, for the growth of Texas' largest city has been steady since the last century. Houston supplies an area amazingly rich in natural resources, agricultural and livestock production, and a center of peacetime industry.

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The Houston Post is the only morning paper serving over 155,-000 families in Harris County only. You can't overlook this market and you need The Post.

Represented by BURKE, KUIPERS & MAHONEY, INC.

## The HOUSTON POST

First in the Texas Morning Field in City and Suburban Circulation

TEVA	C	Commt	Data /	Continued'	-
LEAR	_	County	Data —	(Continued)	,

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	OPA CIVIL POPULATION 2-15-1944				RETAIL SALES—1944  ESTIMATE							EFFECTIVE BUYING INCOME 1944 ESTIMATE					SALES— ADVERTIS- ING CONTROLS	
	Total (in thou- sands)	% of State	% of U.S.A.	Families (in thou- sands)	Dollars (in thousands)	% of State	% of U.S.A.	FOUR STORE GROUPS (in thousands of dollars)			Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-	
								Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
HansfordHardeman	2.9 10.7 15.6			.8 3.2 4.5	1,963 4,333 4,789	.07 .15		310 1,413 1,432	418	377 377	90 233 197	-,	.03 .15 .17		2,351 2,930 2,332	8,010 3,517 1,338	,006	
Harris (Houston- Goose Creek)	601.2 45.2 1.9 13.3 14.8	.72	.036 .001 .011			.50 .01 .14	.021 .001 .006	84,657 4,644 19 1,548 1,587	1,748		16,656 806 394 233	28,595 683 7,970	.47 .01	.019	4,035 2,344 1,366 2,097 2,746	16,929 5,842 2,608 5,705 2,530	.023	
Hemphill	3.1 20.5	.05		.9	2,292 7,395	.08		581 2,593	874	286 611	537	2,568 12,132				4,259 6,291		100

\*Withheld to avoid disclosure.

	F	OPA (POPUL) 2-15-	ATION				SA	IL SALES	S-1944 IMATE						INCO		ADVE	IG
COUNTY	Total	% of	% of	Families	Dollars	%	% of		UR STOR thousand			Dollars	%	% of	Per	Gross Farm Dollars	% of	Qua
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar ket Inde
lildalgo (McAllen)	94.3	1.51	.074	22.9	30,819	1.06	.045	8,630	3,629	2,795	1,504	58,126	.95	. 039	2,538	21,540	.048	(
M	31.2	.50	.025	9.1	9,765	.34	.014	3,657	1,425	871	537	20,507	.34	.014		11,654	.016	
lockley	21.7	.35	.017	5.9	4,192	.14	.006	1,334	342	871	286	8,549	.14	.005	1,449	6,389	.008	4
lood	5.4	.09	.004	1.6	1,382	.04	.002	697	95	65	54	3,229	.05	.002	2,018	2,950	.002	
lopkins (Sulphur Springs),	22.3	.36	.016	6.4	8,557	.30		2,457	1,045	663	501	16,601	.27	.011	2,594	8,880	.012	
louston	21.7	.35	.017	5.8		.20		2,148	988	481	412		.21	.008		6,496	.010	1
loward (Big Springs)	25.4 3.1	.41	.020	7.1	15,433 754	.53		3,909	2,508	1,235		25,119 2,094	.41	.017	3,538 2,327	3,908 2,941	.019	1
iuoapewi	0							-				2,00			2,02.	2,011	1001	
funt (Greenville)	40.2			11.9		.60		5,147	2,527	1,170	1,432		.62			12,260	.027	1
lutchinson (Borger)				. 6.2		.37		3,540	1,083	637	788		.39			1,807	.016	10
rionack	1.5 7.9			2.3		.02		194 909	152	78 299	233	1,014 6,748	.02	.005	2,028	3,644	.001	1
ackson	11.4			3.0				1,161	380	442	143	-,,,,-	.12			4,611	.006	
Asper	16.8			.45		1	1	1,277	494	104	233		.16	.006		1,827	. 008	
eff Davis	1.9	.03	.001	.5	408	.01	.001	194	1	•		766	.01		1,532	3,849	.001	1
Pt. Arthur)	178.2	2.85	.140	52.1	92,054	3.18	.134	21,561	14,785	5,935	4,260	224,480	3.68	.151	4,309	9,720	.134	
im Hogg	4.8					1		503	228	234	143		.07			1,651	.003	
im Wells (Alice)	16.9	.27	.013	4.3	9,043	.31	.013	1,800	646	1,599	448	15,307	. 25	.010	3,560	5,422	.012	
ohnoon (Clehurne)	26.9	.43	.021	8.3	10,158	.35	.015	3,425	1,121	715	644	22,977	.38	.015	2,768	8,245	*.016	
ohnson (Cleburne) ones			1					2,941	1,577	897	609		.32			7,336	.014	
arnes			1			1	1	1,451	342	455	233		.19			2,999	.009	
aufman								3,522		754	555		.35			8,675	.016	
endall	4.8	.08	.004	1.6	2,104	. 07	.003	561	57	169	90	4,658	.08	.003	2,911	2,218	.003	
(enedy	.6	.01		.1	31							162	. 02		1,620	1,045		
Cont			1			.02	.001	329	•	52		1,449	.02		2,070	2,159	.001	
Cerr	9.7	1				1				572	286	,	.17		1	3,976	.008	1
Cimble		1	1	1		1		658 174			90			1		3,624	.003	1
(ing	1.1	. 02	.001	.3	314	.01	.001	174				725	.01	1	2,417	889	.001	'
Cinney	4.5	.07	.004	1.0	1,068	.04	.002	194	76			2,277	.04	.002	2,277	2,306	.002	
Kleberg		1		1						663	340		.21			4,347	.013	1
KnoxLamar (Paris)										468 1,105	322 967		.12		1	3,712	.006	
amb	46.2			1						1,079	519		.52			9,700	.011	
	1		1010		1 ","		1010	-,		1,010	0.0	1,		1000	2,400	,		
ampasas		E .				1	1	1	1	351	215						.005	1
a Salleavaca		1						1	1	91 481	197	-,					.003	1
L08	10.5	1		1		1			1	130	143		1				.005	1
Leon			1	1				1	1	195	197							
Liberty	21.9								1	1,183	537					4,289	.014	
LimestoneLipscomb	3.6									507 234	107						.013	
Live Oak	7.8			1							90							1
Llano	. 4.3	. 07	.003	1.	2,292	.00	. 003	677	133	91	143	4,409	.07		3,392		.003	1
Loving	1 .						1									400		
Lubbock (Lubbock)	66.2		. 052	19.			5 .053	7,779		4,264	2,86	61,539		.041	2,240			
Lynn	. 20.7						1			1	1					1		
McCulloch	12.7	, 20	.010	3.		.2	0 .009						1				.009	
McLennan (Waco)	103.2	2 1.6	.081	30.	0 47,283	1.6	3 .069	11,781	7,520	2,220	2,19	125,521	2.0	.085	4,184	12,348	.079	
McMullen	1.1	1 .0	2 .00	1	3 17	3 .0	1	110	6			497	.0	1	1,657	1,045		
Madison	8.6			7 2.	3 3,78					377	14	1	1		1	1		5
Marion	10.3								1	1	1							
Martin Mason	6.4										1	3,87 5 3,43		1				
	1	.0	.00	1.	7 2,22	.0	.000	011	190	208	12	3,43	.0	6 .00	2,858	4,00	.00	
Matagorda (Bay City)	. 22.										1		.2			5,81		1
Maverick	10.															1		
Medina Menard	16.0							1	1	1					1	1		
Midland (Midland)	13.							1							1			
	1				1				1,55		31	1, 10			0,20	4,10	1	
Milam	. 24.							1										
Mills Mitchell	. 6.	2 .1	0 .00	5 1.	8 2,16	7 .0	.00	3 73	5 24	7 338	10	7 4,18	1 .0	.00	3 2,32	3,74	1 .00	3

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

exclu-MENT. ES-RTIS-IG TROLS

Quality of Market Index

ENT

	,	OPA (POPUL) 2-15-	ATION				S/A	IL SALES	5—1944 IMATE		-				INCO		IN	RTIS-
COUNTY	Total	% of	% of	Families	Dollars	% of	% of			E GROUI s of dollar		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(In thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- lly	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Montague	16.2 19.8	.26	.013	4.6 5.6	8,945 7,143		.009	1,935 3,212	665 646	481 182	376 304	12,627 16,622	.21	.009		3,517 2,325	.010	
Moore	9,6	.15			2,198		.003	600	285	195	143	5,368	.09	.004		1,973	.005	
Morris	9.6	.15					.003	581	266	91	179	4,182	.07	.003	1,608 2,558	1,719 3,138	.004	
Motley	4.9 28.1	.08	.004		1,806		.003	464 3,502	1,349	338 611	125 716	3,581	.06	.002		4,826	.003	
Navarro (Coreicana)	41.0	.65					.021	5,831	2,037	1,157	788		.54				. 024	
Newton	10.1	.16						406	399		54	4,223	.07	.004		1,260	.005	-
Nolan (Sweetwater)	16.1	.26						2,535		585	483 2,471	17,388	2.12		3,700 4,052	4,279 13,725	.013	
Nueces (Corpus Christi) Ochiltree	113.4	1.81	.003					13,314 658	7,554 228	6,100 520	179	129,267 3,438	.06			5,011	.003	
Oldham	3.8 1.5	11000						116		169	*	1,366	.02				.001	
Orange	45.8			13.1					684			20,316	.33			2,833	.017	
Palo Pinto										494	501	14,469	.24			3,048	.011	1
Panola	17.4			1		1				117 442	179 322		.12			4,552 5,588	.007	-
Parmer	18.4			1						429	125						.003	
Pecos	8.5	.14	.007	2.3	4,396	.15	.006	1,316	190		286	8,942	.15			6,076	.006	1
Polk											376		.18			2,887	.008	
Potter (Amarillo)										1	3,061						.056	
Presidie											161 54					2,247	.002	
Randall (Amarillo)	7.2	.12	.006	2.5	2,339	.00	.003	948	190		161	5,113	.08	.004	2,324	5,910	.004	67
Reagan					911	.03	.001	387			107	2,029						1
Real									1		36	.,	1000					1
Red River											430							
Reeves	9.4	.10	.007	3.	5,793	.20	.008	1,974	741	286		11,344	.13	.000	3,241			
Refugio										780 65	286	7,385			3,357			
Robertson											356				2,185	5,168	.009	
Reckwall				4 1.	1,60	1 .0	.002	716	171		143							
Runnels		.21	.014	4 5.	7,34	.21	.011	2,574	1,140	754	431	8,920	.18	.006	1,784	6,477	.008	64
Rusk (Gilgare-Henderson);										949	1,110							
San Augustine										65								-
San Jacinto											3							
San Patricio									53:	2,483	710	20,233	.33	.014	3,212		.010	88
San Saba	8,5							1								1		
Schleicher					6 87 1 4,29					117	1	1,904						
Shackelford											1		1					
Shelby				1			2 .00				1							1 6
Sherman					5 95				1	221	1	1,504						
Smith (Tyler)				-	_					2,054	2,20	2 64,396 1,387						1
Somervell										377	9			1				
Stephena											-	,			1			
Sterling	1.5			1 .	4 83	2 .0	3 .00	1 17	4	104		1,00						
Stonewall	3.	.0	6 .00															
Sutton					8 2,21					286					-			
Swisher					7 2,82 0 178,50			1										
Taylor (Abilene)	. 51.	1 .8	2 .04	0 14.	8 25,21	4 .8	7 .03	7 6,50	2 5,62	2,184	1,61	1 50,07	3 .8	2 .03	4 3,38	3 5,39	2 .03	6 9
Terrell					8 1,35						7						00.00	2 10
Terry	. 13.	5 .2	2 .01	1 3.	8 4,96	.1	7 .00	7 1,54			32	9,43	.1	5 .00				
Throckmorton					9 1,05					-								
Titus	16.	3 .2	6 .01	3 4.	7 5,88	.2	.00	9 2,07	0 70	3 403	28	6 11,50						
Tom Green (San Angelo)										-								
Travis (Austin)																		
Trinity							. 1				1					-		-
											1							9 8
Upshur																	6 .00	13 15

M

# Sales Management\* Evaluates Fort Worth's Trading Area

"IN THE SQUARE"

- Civilian Population (1945) 23.5% of Texas 1,473,800 •
- Families (1945) 24.4% of Texas

433,900 •

- Retail Sales (1944) 24.3% of Texas \$703,372,000 ●
- Buying Income (1944) 23.3% of Texas \$1,425,500,000 ●
- Net Farm Dollars (1944) 35.3% of Texas \$444,823,000 •
- Food Sales (1944) 24.9% of Texas \$189,392,000 ●
- Gen. Mdse. Sales (1944) 28.2% of Texas \$127,133,000 •
- Lbr.-Bldg.-Hdw. Sales (1944) 27.4% Texas \$57,133,000 •
- Drug Sales (1944) 26.2% of Texas \$40,723,000 ★Sales Management 1945 Survey of Buying Power

DAILY 196,666 (ABC Audit 3-31-'44) 91.2% Concentrated "In The Square"

LS

77

> 73 50 64

75

67

100 100

114

> 57 63 40

> 89

75

65

80 123

100

116

113

150 ge 17.

ENT



SUNDAY 158,676 (ABC Audit 3-31-'44)

87.7% Concentrated "In The Square"

A BIG Market Requires a BIG Newspaper

# FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Publisher

BUSH JONES, Nat'l Adv. Mgr.

LARGEST CIRCULATION IN TEXAS

MAY 15, 1945

[315]

			OPA (POPUL) 2-15-	ATION					L SALES						BUYING			SALE ADVE IN CONT	RTIS-
COUNTY		otal	%	% of	Families		% of	% of			E GROUI s of dollar		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
valde	th	(in lou- nds)	of	U.S.A.	(in thou- sands)	(in thousands)		of U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ly	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Inde
Uvalde		12.5	.20	.010	3.4	5,668	.20	.008	1.393	361	429	233	12.254	.20	.008	3,604	7,747	.008	8
Val Verde		16.3	.28	.013	4.2		.22		1,413	1,102	403	304	14,159	.23	.010		6,359	.010	
Van Zandt		21.6	.35	.017	6.0		.24	.010	2,380	760	572	376		.25	.010	- ×	7,854	.011	6
Victoria (Victoria)		26.0	.42	.020	7.3		.47	.020	3,560	1,558	1,534	537	26,186	.43	.018		5,783	.019	9
Walker		16.9	.27	.013	4.2	5,542	.19	.008	1,916	703	234	197	11,964	.20	.008	2,849	2,560	.009	6
Waller		9.7	.15	.008	2.8	3,046	.11	.004	1,122	380	182	143	6,582	.11	.005	2,344	2,989	.005	6
Ward		10.1	.16	.008	3.0	5,966	.21	.009	2,032	380	585	394	11,385	.19	.008	3,795	1,378	.008	10
Washington		20.6	.33	.016	5.8	6,814	.24	.010	2,129	798	442	304	14,759	.24	.010	2,545	6,369	.011	- 6
Webb (Laredo)		45.7	.73	.036	10.8	16,391	. 57	.024	3,870	4,522	949	770	34,900	. 57	.024	3,231	5,217	. 026	7
Wharton		32.1	.51	. 025	9.0	13,361	.46	.019	3,831	1,102	1,755	627	25,056	.41	.017	2,784	11,185	.019	7
Wheeler		10.4	.17	.008	2.9	5,197	.18	.008	1,703	665	520	340	9,840	.16	.007	3,393	4,542	.008	10
Wichita (Wichita Falls)		73.0	1.17	. 057	21.4	39,217	1.35	.057	9,820	5,683	2,310	2,050	80,270	1.31	.054	3,751	3,185	. 056	1
Wilbarger (Vernon)		20.3	.32	.016	5.9	9,891	.34	.014	2,767	1,577	988	591		.28	.012	2,901	6,330	.013	
Willacy		11.2	.18	.009	2.9	3,548	.12	.005	1,219	304	520	179	7,804	.13	.005	2,691	3,536	.006	
Williamson		35.0	. 56	.027	10.0	13,581	.47	.020	3,735	1,406	1,391	644	25,056	.41	.017	2,506	10,013	.020	1 .
Wilson		13.3	.21	.010	3.3	3,360	.12	.005	697	247	143	143	7,583	.12	.005	2,298	2,852	.006	1 -
Winkler		4.9	.08	.004	1.5	4,694	.16	.007	1,490	190	351	322	8,984	.15	.006	5,989	518	.006	1
Wise	1	15.4	.25	.012	4.5	4,380	.15	.006	1,548	418	377	286	9,715	.16	.007	2,159	5,070	.008	
Wood		21.1	.34	.017	5.9	5,982	.21	.009	1,800	703	351	394	13,269	.22	.009	2,249	4,318	.011	
Yoakum		2.7			.8	1,287			581	57	221	72	2,629				928	.002	
Young	1	15.6			4.6	10,095	.35	.015	3,019	1,292	754	573	16,183	.27	.011	3,518	3,429		
Zapata		3.3	. 05	.003	3.	188	.01		77				1,852	.03	.001	2,315	576	.001	1
Zavala		8.9	.14	.007	2.0	2,025	. 07	.003	658	190	234	107	4,409	.07	.003	2,205	5,158	.004	
STATE TOTAL	6	260.3		4.918	1.781.0	2.895.877		4.206	780 615	450 926	208 872	155 356	6 104 950		4.113	3.428	1.258.855	4,302	

For Texas City figures, see page 152.

## Mountain States—County Data

Beaverhead	5.5	1.17	.004	2.0	5,220	1.62	.008	1,250	480	464	119	9,329	1.60	.006	4,665	8,566	.006	150
Big Horn	8.5	1.81	.007	2.2	4,147	1.28	.006	966	364	671	89	7,554	1.30	.005	3,434	11,184	.006	86
Blaine	7.7	1.64	.006	2.1	5,191	1.61	.008	937	430	503	104	9,380	1.61	.008	4,467	7,852	.007	117
Broadwater	2.2	.47	.002	.7	1,682	.52	.002	327	*	452	*	3,008	.52	.002	4,297	2,116	.002	10
Carbon	9.2	1.96	.007	2.7	3,813	1.18	.006	1,065	214	323	149	7,757	1.33	.005	2,873	6,376	.006	8
Carter	2.6	.55	.002	.8	580	.18	.001	199				1,848	.32	.001	2,310	3,035	.001	50
Cascade (Great Falls)	42.0	8.93	.033	13.5	32,509	10.08	.047	6,603	5,528	2,309	1,025	53,302	9.15	.036	3,948	9,263	.039	118
Chouteau	5.5	1.17	.004	1.7	2,711	.84	.004	454		426	74	6,354	1.09	.004	3,738	8,799	.004	10
Custer (Miles City)	9.2	1.96	.007	2.8	6,583	2.04	.010	1,477	1,076	426	282	11,509	1.97	.008	4,110	2,961	.008	11
Daniels	3.6	.77	.003	1.0	1,928	.60	.003	298	83	271	74	4,191	.72	.003	4,191	4,102	.003	10
Dawson	7.6	1.61	.006	2.2	4,306	1.33	.008	809	414	361	89	8.754	1.50	.006	3.979	2,933	.006	10
Deer Lodge (Anaconda)	14.1	3.00	.011	4.6	7.743	2,40	.011	2,570	927	374	193	14,534	2.49	.010		891	.010	9
Fallon	3.1	.66	.002	.8	1.508	.47	.002	355		168		3,177	.55		3,971	2,357	.002	10
Fergus (Lewiston)	11.5	2.45	.009	3.5	7,438	2.30	.011	1,732	1,208	632	193	16,663	2.88	.011		8,437	.011	12
Flathead (Kalispell)	19.4	4.12	.015	6.1	14,094	4.37	.021	3,039	2,946	761	418	25,097	4.31		4,114	4,288	.018	12
Gallatin (Bozeman)	14.9	3.17	.012	4.6	13,354	4.14	.019	2,741	1.688	1,742	342	24,505	4,20	.017	5,327	11,509	.017	14
Garfield	2.0	.43	.002	.6	508	.16	.001	128				1,430	.25	.001	2,383	1,281	.001	5
Glacier	7.9	1.68	.006	2.3	5,640	1.75	.008	909	348	490	178	10,174	1.75	.007	4,423	3,787	.007	11
Golden Valley	1.1	.23	.001	.4	290	.09		99	*			1,058	.18	.001	2,645	1,587	.001	10
Granite	2.6	.55	.002	.9	1,856	.58	.003	511		142	•	3,532	.61	.002	3,924	1,420	.002	10
Hill (Havre)	11.1	2.36	.009	3.2	8,569	2.65	.012	2,087	1,258	774	312	16,376	2.81	.011	5,118	6,005	.011	12
Jefferson	3.4	.72	.003	1.0	1,755	.54	.003	483		142	89	3,329	.57	.002	3,329	1,773	.003	10
Judith Basin	3.1	.66	.002	.9	1,334	.41	.002	256		90	30	2,839	.49	.002	3,154	4,743	.002	10
Lake	9.9	2.10	.008	2.8	4,756	1.47	.007	1,008	348	464	149	8,467	1.45	.006	3,024	5,717	.007	8
Lewis and Clark (Helena)	18.1	3.85	.014	5.9	16,690	5.17	.024	3,635	2,317	684	535	29,896	5.13	.020	5,067	4,074	.020	14
Liberty	1.7	.36	.001	.5	914	.28	.001	263	*	219		1,555	.27	.001		3,100	.001	10
Lincoln	6.4	1.36	,005	2.0	2,799	.87	.004	809	182	52	89	5,763	.99	.004		891	.004	
McCone	2.6	.55	.002	.7	1,419	.44	.002	185	*	90	*	1,335	.23	.001		2,654	.002	10
Madison	5.0	1.06	.004	1.5	2,064	.64	.003	653	50	155	104	4,986	.86	.003	3,324	6,005	.003	1
Meagher	1.6	.34	.001	.5	1,233	.38	.002	241	*	129	*	1,586	.27	.001		3,443	.001	1
Mineral	1.6	.34	.001	.6	667	.21	.001	174				1,504	.28	.001	2,507	260	.001	10
Missoula (Missoula)	24.2	5.14	.019	7.4	22,229	6.89	.032	4,248	3,790	1,729	653 <sup>1</sup>	37,434	6.42	.025	5,059	3,434	.026	13

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

MAY

M O

Sales Management

Montana - Idaho - Wyoming

**MOUNTAIN STATES** 

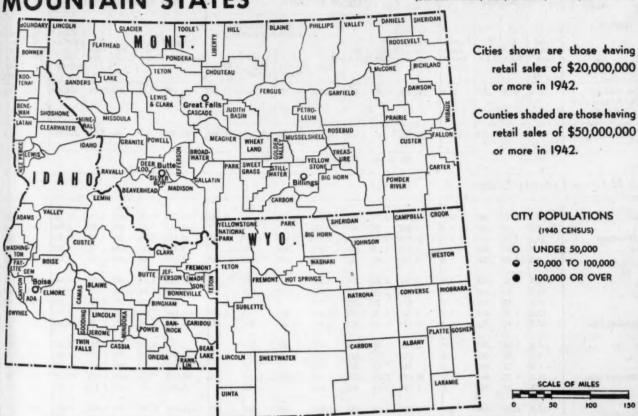
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NT

(See also Nevada, Utah, Colorado, Arizona, New Mexico)



MONTANA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	,	OPA POPUL 2-15-	ATION				S/A	EST	S—1944 IMATE				TIVE	BUYING D ES	INCO		ADVE	ES- ERTIS- IG TROLS
COUNTY	Total	%	%	amilies	Dollars	%	% of		UR STOR			Dollars	%	0%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of	U.S.A.	(in thou- sands)	(in thousands)	of		Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	% of State	of U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Musselshell	4.8	.98	.004	1.4	2,726	.84	.004	809	148	90	59	5,188	.89	.004	3,706	1,485	.004	100
Park	9.5	2.02	.007	3.0	6,902	2.14	.010	1,633	595	464	223	12,421	2,13	.008	4,140	4,668	.008	114
Pitroleum	.8	.17	.001	3	319	.50		85		•		659	.11		2,197	752		
Phillips	5.9	1.25	.005	1.8	3,509	1.09	.005	639	231	335	74	7,199	1.24	.005	3,999	5,346	.005	100
Pindera	5.4	1.15	.004	1.5	3,639	1.13	.005	895		710	119		1.22		4.743	5,699	.005	125
Prwder River	2.5	.53	.002	.8	624	.19	.001	128				2,183	.37	.001	2,729	2,970	.001	50
Pswell	5.7	1.21	.004	1.8	3,045	.94	.005	724	199	297	119	6,135	1.05	.004	3,408	3,508	.004	100
Phairie	2.1	.45	.002	.6		. 28	.001	227		90	•	1,589			2,648	1,225		50
Ravalli	10,2	2.17	.008	3,1	5,060	1.57	.007	1,179	483	516	163	9,768	1.68	.007	3,151	7,508	.007	88
Richland	8.7	1.85	.007	2.4	4,611	1.43	.007	1.008	447	1,006	134		1.51	1		8,241	.008	86
Floosevett	8.7	1.85	.007	2.4	4,785		.007	951	248	464	193		1.91	.008		4,789	.007	100
Rosebud	5.6	1.19	.004	1.6			.004	497	166	232	74		.96		1	4,798	.004	100
Sunders	5.8	1.23	.005	1.9	2,102	.65	.003	454	33	77	74					2,302	.004	80
Sheridan	6.0	1.27	.005	1.6	2,334	.72	.003	454	149	310	104	5,712	.98	.004	3.570	4,835	.004	81
Silver Bow (Butte)	46.4	9.87	.037	15.5	39,454	12.23	.058	10,693	4,469	1,200	1,040					1.095		130
Stillwater	5.2	1.11	.004	1.8	2,219	.69	.003	428		297	74					5.030		
Sweet Grass	2.9	.62	.002	.5	1,610	.50	.002	355		168		3,110				4,177	.002	
Teton	6.0	1.27	.005	1,5			.005	696		619	134					1		1
Toole	5.5	1.17	.004	1.7	4,292	1.33	.006	980	463	439	104	7,315	1.20	.005	4,302	3,564	.005	16
Ireasure	1.3	1	1	.4				71				1,282						
Vailey	10.0			2.7		1	1	2,442		851	609		1			1		1
wneatland	2.8							554		181	1	4,022				1		1
Wibaux,	1.9				522			128		52		997						1

Withheld to avoid disclosure.

1	- 1	OPA (POPUL) 2-15-	ATION				S/A	EST	S-1944 IMATE	*				D ES			ADVE IN CONT	RTIS.
COUNTY	Total % % Fam (in of of (i) thou- State U.S.A.		Families	Dollars	%	97			RE GROUI		Dollars	%	% of	Per	Gross Farm Dollars	of	Quality	
thou- sands) State U	of	(in	(in thousands)		of U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A.	of Mar- ket Index		
Yellowstone (Billings) Yellowstone National Park (pt.) See Wyoming.	37.9	8.06	.030	11.4	31,030	.962	.045	5,750	3,877	2,692	1,395	44,650	7.66	.030	3,917	13,356	.035	117
STATE TOTAL	470.3		.369	144.0	322,570		.469	72,387	37,185	28,490	10,544	582,740		.393	4,047	250,089	.411	111

For Montana City figures, see page 156.

### I D A H O - County Data

	-				1													
Ada (Bolse)	49.1	10.37	.039	15.2	42,990	15.60	.062	7,941	8,750	2,750	1,645	73,128	14.35	.049		12,121	.051	131
Adams	3.3	.70	.003	1.0	942	.34	.001	132	•	•	1	2,711	.53		2,711	2,508	.002	67
Bannock (Pocatello)	35.0	7.30	.027	9.7	21,785	7.91	.032	4,948	2,587	1,463	905	40,178	7.89		4,142	8,396	.029	107
Bear Lake	8.7	1.42	.005	1.8	3,291	1.19	.005	827	300	400	122	6,748	1.32	.005	3,748	3,066	.005	100
Benewah	8.1	1.29	.005	1.9	2,384	.86	.004	861	187	187	87	4,676	.92	.003	2,481	2,117	.004	86
Bingham	19.5	4.12	.015	5.0	7,292	2.65	.011	1,920	581	913	279	12,915	2.54	.009	2,583	14,945	.011	73
Blaine	4.3	.91	.003	1.3	3,368	1.22	.005	414		225	122	5,532	1.09	.004	4,255	2,745	.004	13
Bolso	1.3	.27	.001	.4	603	.22	.001	232	•			1,075	.21	.001	2,688	480	.001	10
Benner	12.8	2.70	.010	4.0	5,392	1.96	.008	1,638	581		139	9,890	1.94	.007	2,473	2,376	.008	8
Benneville (Idahe Falls)	22,1	4.67	.017	6.0	18,200	6.60	.026	3,641	3,281	1,562	487	31,064	6.10	.021	5,177	15,167	.022	125
Boundary	4.9	1.04	.004	1.5	2,580	.94	.004	881	262	125		5,492	1.08	.004	3,661	2,154	.004	100
Butte	1.9	.40	.001	.6	603	.22	.001	182	•	63	•	1,194	.23	.001	1,990	1,748	.001	100
Camas	1.0	.21	.001	.3	484	.17	.001	185	•	87	•	935	.18	.001		1,576	.001	100
Canyon (Nampa-Caldwell)	39.2	8.28	.031	11.6	20,873	7.58	. 030	4.088	3,581	1,975	870	36,815	7.23	.025	3,174	21.027	.028	96
Carlbou	2.1	.44	.002	.6	1,251	.45	.002	215		125		2,468	.48		4,113	1,354	.002	100
Casela	12.3	2.60	.010	3.2	8,937	2.52	.010	1,458	788	450	174	12,738	2.50	.008	3,980	9,886	.009	96
Clark,	.8	.17	.001	.2	294	.11		116			•	637	.13		3,185	1,096		
Clearwater	8.9	1.48	.005	2.0	3,260	1.18	.005	712	. •	187	157	8,428	1.28	.004	3,214	1,403	.004	8
Custer	2.4	.51	.002	.7	1,360	.49	.002	331		100	18	3.005	.59	.002		2,376	.002	10
Elmore	6.8	1.44	.005	2.1	2,673	.97	.004	338	206	187	•	6,865	1.35		3,269	2,438	.005	100
Franklin	8.6	1.82	.007	2.1	3,955	1.44	.006	828	600	488	122	7,244	1,42	.005	3,450	6,057	.008	81
Fremont	8.3	1.75	.006	2.1	3,677	1.33	.005	1.043	356	462	192	7.662	1.50	.005	3,649	6,574	.005	83
Gem	7.2		.006	2.1	4,372	1.59	.006	927	300	300	139	7,880	1.55		3,752	5,158	.005	83
Gooding	7.6	1.61	.006	2.2	4,125	1.50	.006	728	506	475	139	7,323	1.44	.005		7,251	.006	100
Idaho	8.7	1.84	.007	2.6	4,944	1.79	.007	1,274	581	425	122	7,781	1.53	.005		8,396	.006	81
Jefferson	9.0	1.90	.007	2.3	2,858	1.04	.004	682		388	139	6,109	1.20	.004	2,656	6,660	.005	7
Jerome	19.1	4.04	.015	5.3	4,357	1.58	.006	1,026	450	537	174	10.965	2.15	.007		9,049	.008	53
Kootenai (Coeur d'Alene)	22.8	4.82	.018	7.5	9,355	3,40	.014	2,929	1,238	325	365	26,083	5.12	.018		4,284	.017	94
Latah (Moscow)	15.5		.012	4.7	8,486	3.08	.012	2,298	1.313	975	470	18,945	3.72	.013		8,618	.013	100
Lemhi	4.6	.97	.004	1.4	3,260	1.18	.005	993	338	350	"	5,950		-	4,250	3,730	.004	100
Lewis	3.8	.80	.003	1.1	2,009	.73	.003	645	75	363	104	4,080	.80	.003	3,709	4,740	.003	100
Lincoln	3.6	.76	.003	1.0	1,530	.56	.002	381		162		3,144	.62		3,144	3,349	.002	67
Madison	7.3		.006	1.8	3,754	1.36	.006	712	525	463	174	7,801	1.53		4,334	6,008	.005	83
***************************************	1.0	1.54	.000	1.0	3,734	1.30	.000	112	525	403	1/4	2,001	1.03	.000	4,334	0,000	.000	

\*Withheld to avoid disclosure.

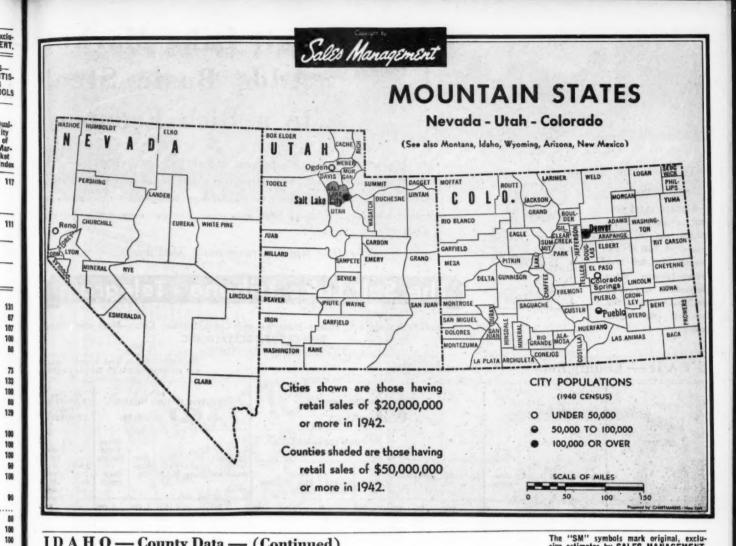
Before using these figures, see explanation page 17.

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### IDAHO — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		OPA (POPUL 2-15-	ATION				RETA SA	IL SALE	S-1944 IMATE					BUYING			ADVI	ES— ERTIS- NG TROLS
COUNTY	Total	% of	% of	Families	Dollars	%	% of		UR STOR			Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Minidoka	8.4	1.77	.006	2.3	4,050	1.47	.006	910		388	191	7,423	1.48	.005	3,227	8,396	.005	83
Nez Perce (Lewiston)	14.6	3.08		4.6				3,012	2,794	1,275	452	20,651	4.05	.014	4,489	6,709	.016	145
Oneida	4.1	.87	.003	1.0			.002	414		225		4,040	.79	.003	4,040	4,309	.003	100
Owyhee	5.1	1.08	.004	1.5	1,417	.51	.002	447		187		3,249	.64	.002	2,168	6,131	.002	50
Payette	7.8	1.65	.006	2.4	4,403	1.60	.006	1,125	488	450	122	8,020	1.57		3,342	4,555	.005	83
Power	3.3	.70	.003	.9	1,730	.63	.003	314		263		3,383	.66	.002	3,759	4,124	.003	100
Shoshone	18.8	3.97	.015	5.8	13,426	4.87	.020	4,171	788	425	452	21,586	4.24	.014	3,722	601	.016	107
Teton	3.2	.68	.003	.8	834	.30	.001	166		125	104	1,692	.33	.001	2,115	2,524	.001	33
Twin Falls (Twin Falls)	31.8	14.00		9.4				4,336		2,900	800		7.89		4,274			
Valley	4.3	.91	.003	1.4			.003	645		138		4,458						
Washington	7.3			2.2		1.81	.007	1,076		537	122		1.82					
STATE TOTAL	473.3		.372	137.4	275,520		.401	62,080	37,475	23,624	10,074	509,430		.343	3,708	259,440	.366	98

For Idaho City figures, see page 156.

### UTAH — County Data

Beaver	4.5	.77	.004	1.2	1,691	.52	.002	285	150	•	•1	3,714	.57	.003	3,095	1,466	.003	75
Box Elder	17.8	3.05	.014	4.6	6,810	2.08	.010	1,812	752	800	243	15,671	2.41	.011	3,407	12,107	.011	79
Cache (Logan)	26.3	4.51	.021	7.1	12,750	3.89	.019	3,256	2,256	1,032	523	28,323	4.35	.019	3,989	11,056	.019	90
Carbon	20.6	3.53	.016	5.6	9,907	3.02	.014	2,626	1,429	555	374	20,308	3.12	.014	3,626	1,296	.015	94
Daggett	.3	.05		.1	95	.03		41	*	•	-	250	.04		2,500	372		
Davis.	22.8	3.91	.018	5.9	4,171	1.27	.006	1,526		323	112	9.318	1.43	.006	1.579	7,370	.009	50
Duchesne	7.2	1.23	.006	1.7	1,991	.61	.003	488	282	155	94	4,735	.73	.003	2,785	3,356	.004	67

\*Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

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17.



# Salt Lake Market Adds Basic Steel to a Rich Economy

To reach this rich, unique
4-state market with a population of 858,533 and a payroll income of \$635,814,000 annually—The Salt Lake Tribune-Telegram offers one-medium coverage with greater circulation than all other dailes

combined.



Basic steel has been added to Utah's industrial strength! The \$200,000,000 steel plant at Geneva, Utah, with a capacity of 1,283,000 tons a year, means a firmer foundation for expansion and a larger opportunity for the development of Utah's rich storehouse of diversified resources. It means more jobs—more payrolls—more buyers for the goods you sell!

The One Big Intermountain Medium

### The Salt Lake Tribune - Telegram

National Representatives: Sunday Magazine and Comic Sections Color—Black and White REYNOLDS-FITZGERALD, INC.

UTAH — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	1	OPA POPUL 2-15-	ATION					EST						BUYING D ES			ADV	ES- ERTIS NG TROL
COUNTY	Total	% of	% of	Families	Dollara	% of	% of			RE GROU		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Quality
nery	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)		u.s.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket inde
Emery	5.2	.89	. 004	1.3	1,027	.31	.001	102			56	1,868	.29	.001	1,437	2,028	.002	5
Garfield	3.5	.80	.003	.8	822	.25	.001	122	38			1,162	.18	.001	1,453	1,922	.001	3
Grand	1.8	.31	.001	.5	711	.22	.001	163		•		1,412	.22	.001	2,824	1,243	.001	10
ron	7.8	1.34	.006	2.1	5,720	1.75	.008	773	320	361	262	8,232	1.26	.006	3,920	3,760	.007	11
luab	5.4	.93	.004	1.6	2,496	.76	.004	1,099	338	129	131	6,418	.99	.004	4,011	1,349	.004	10
Cane	2.4	.41	.002	.6	774	.24	.001	183				1,281	.20	.001	2,135	892	.001	
Willard	15.8	2.71	.013	3.9	3,286	1.00	.005	305		335	75	6,527	1.00	.004	1,674	4,322	.006	4
Morgan	2.6	.45	.002	.7	726	.22	.001	102	•	•	•	1,738	.27	.001	2,483	1,168	.001	8
Plute	1.8	.31	.001	.5	569	.17	.001	20				804	.12	.001	1,608	1,020	.001	10
Rich	1.4	.24	.001	4	289	.08		81	•	•	•	500	.08		1,250	2,496		
	000 4	20 40	404		171 007	FO 47	250	40,750	38,650	6,015	8,040	340,971	52.40	.230	5,104	8,889	. 226	12
City)	230.4		.181				.250	183	30,000	0,015	0,040		.12			3,165	.001	
Sanpete	2.7 13.2	.46 2.26	.002			1.22		855	414	310	187	815 7,244	1.11				.006	
					.,							.,			-,	.,		
Sevier	9.5	1.63	.007	2.5	4,851	.148	.007	855	545	593	187	10,208	1.57		-,	5,958	.007	10
Summit	7.3	1.25	.006	2.0	2,528	.77	.004	712			75	4,789	.74		2,395	2,198	.004	
Tooele	12.4	2.13	.010	3.5	3,413	1.04	.005	1,242	432		94	9,513	1.46	.007	2,718	1,582	.007	
Uintah	7.5	1.29	.006	1.8	2,544	.78	.004	549		90	150	4,550	.70	003	2,528	3,770	.004	
Utah (Provo)	68.4	11.72	.054	17.7	22,515	6.87	.033	5,311	4,305	1,767	1,009	52,443	8.06	.035	2,963	12,871	.038	7
Wasatch	5.3	.91	.004	1.4	2,069	.63	.003	244		271		4,431	.68	.003	3,165	2,124	.003	7
Washington	7.5	1.28	.008	1.8	2,844	.87	.004	794	414	206	75	4,811	.74	.003	2,673	2,623	.004	6
Wayne	1.8	.31	.001	.4	205	.06		61				489	.08		1,223	1,126		
Weber (Ogden)	70.2			20.3			.082	13,048	8,935	2,414	2,386		0.00			7,412	.069	12
STATE TOTAL	583.4		.458	180.9	327.759		-478	77.580	60,200	15,504	14.386	650,650		.439	4.044	116,163	.454	8

For Utah City figures, see page 157.

W/ W	ON	TIN		County	Data
W I	4 P IV		17.	· Louinty	1 721 121

Albany (Laramie)	12.8	5.43	.010	4.1]	10,346	6.38	.015	2,518	988	*1	522	16,616	6.24	.011	4,053	3,799	.012	120
Big Horn	10.1	4.29	.003	2.8	6,186	3.82	.009	1,520	553	771	313	9,734	3.66	.007	3,476	5,971	.008	100
Campbell	4.5	1.91	.003	1.5	2,842	1.75	.004	752	184	293	•	4,867	1.83	.003	3,245	4,450	.003	100
Carbon	13.0	5.52	.010	4.2	10,063	6.21	.015	2,338		492	400	15,860	5.96	.011	3,776	7,451	.012	120
Converse	5.0	2.12	.004	1.6	3,862	2.38	.006	948	184	293	156	5,647	2.12	.004	3,529	4,617	.005	125
Crook	4.4	1.87	. 003	1.3	1,480	.90	.002	409		67	52	3,599	1.35	.002	2,769	2,886	.002	67
Fremont	12.7	5.39	.010	3.7	7,991	4.93	.012	1,782	452	984	348	12,789	4.81	.009	3,456	6,538	.010	100
Goshen	10.7	4.54	.008	2.9	5,071	3.13	.007	1,243	519	731	244	8,442	3.17	.006	2,911	7,314	.007	88
Hot Springs	3.6	1.53	. 003	1.2	2,496	1.54	.004	670	184	120	174	4,347	1.63	.003	3,623	1,931	.003	100
Jehnson	3.6	1.53	. 003	1.2	2.575	1.59	.004	670	235	279	104	4.426	1.66	.003	3.688	4,072	.003	100

\*Withheld to avoid disclosure.

IN UTAH...

# Thowmanship Counts

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NATION'S TOP
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SHOWS

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		OPA (POPUL 2-15-	ATION					EST						BUYING			ADVI	ES- ERTIS- NG TROLS
COUNTY	Total	% of	of of	Families	Dollars	%	% of			RE GROU		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdw re	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Laramie (Cheyenne)	37,6	15.95	. 030	9.9	27,625	17.04	.040	6,025		1,435	1,670	52,206	19.61	.035	5,273	5,027	.035	117
Lincoln	8.1	3.44	.006	2.2	4,794	2.96	.007	867	251	359	209	9,182	3.45	.006	4,174	4,618	.006	100
Natrona (Casper)	21.8	9.25	.017	7.3	19,703	12.16	.029	3,581				29,500	11.08	.020	4,041	4,103	.022	129
Niobrara	4.5	1.91	.003	1.4	3,580		.005	752	151	372	157	5,434	2.04	.004	3,881	2,854	.004	
Park	20.1	8.53	.016		7,379		1	1,243	519		365	13,241	4.99		2,171	6,108		
Platte	7.2	3.05	.006	2.2	4,365	2.69	.006	916	436	333	244	7.387	2.78	.005	3.358	4,009	.006	100
Sheridan (Sheridan)	16.1				-,		.019	2,976			539		8.42			6,350		
Sublette	2.2			.7	1,303	.80		.,	.,	173	70		.86	.001	3.263	3,127		
Sweetwater (Rock Springs)	20.0			6.2				3,368	804	452	487	20,538	7.72			3,599		
Teton	1.8		.001	.5	1,774			425		186	•	1,256	.46		2,512			
Uinta	7.1	3.01	.006	1.9	4,443	2.74	.006	1,079	251	319	122	6,662	2.50	.004	3,506	2,298	.005	83
Washakis	4.6	1.95	.004	1.2				801	184		157		1.80		3,996	4,827		
Weston	4.0	1.70	.003	1.2		1.68		703	151	200	122		1.77			2,038		
Yellowstone National Park;	.2			.1	882	. 55			•	•		236	.09		2,360			100
STATE TOTAL	235.7		.185	70.3	162.087		.235	35,689	13,461	10.812	7.625	286,170		.179	3,786	99,033	.197	106

For Wyoming City figures, see page 156.

### COLORADO — County Data

Adams	21.4	2.01	.017	5.8	5,365	.87	.008	1,626	237	787	162	14,473	1.23	.010	2,495	11,137	.011	68
Alamosa (Alamosa)	8.2	.77	.006	2.3	6,561	1.07	.010	1,383	1,243	722	311	9,345	.79	.006	4,063	3,849	.007	117
Arapahoe	35.9	3.38	.028	10.9	10,884	1.78	.016	4,195	444	942	486	22,509	1.91	.015	2,065	7,923	.018	84
Archulota	2.8	1.24	.002	.7	917	.15	.001	198		77		2,030	.17	.001	2,900	1,838	001	80
Baca	6.1	.57	.005	1.8	1,654	.27	.002	471	118	219	135	5,022	.43	.003		3,741	.003	60
Bent	7.7	.72	.006	2.1	2,419	.40	.004	760	252	413	122	5,863	.50	.004	2,792	4,267	.004	67
Boulder (Boulder)	33.9	3.18	.027	11.1	15,292	2.50	.022	5.062	1.214	1,367	837	42.558	3.61	.029	3,834	9,556	.027	100
Chaffee	7.2	.67	.006	2.3	4,281	.70	.006	1,322	207	361	162	9,066	.77	.006	3,942	1,419	.006	100
Cheyenne	2.6	.24	.002	.8	876	.14	.001	243		52	67	2,214	.18	.001	2,768	2,088	.001	50
Clear Creek	2.5	.23	.002	.8	1,918	.31	.003	714		232	108	2,002	.17	.001	2,503	161	.002	100
Conejos	9.5	.89	.007	2.3	2,155	.35	.003	456	281	129	108	4,735	.40	.003	2,059	5,782	.004	57
Costilla	5.6	. 53	.004	1.3	820	.13	.001	137				1,743	.15	.001	1,341	2,774	.002	50
Crowley	4.6	.43	.004	1.3	1,543	.25	.002	456		155	67	3,669	.31	.002	2,822	3,494	.002	50
Custer	1.6	.15	.001	.5	431	.07	.001	198	30	52	. 27	1,189	.10	.001	2,378	1,516	.001	100
Delta	13.7	1.28	.011	4.0	5,588	.91	.008	1,490	503	606	256	13,735	1.16	.009		7,117	.009	82
Denver (Denver)	335.4	31.43	. 264	103.0	290,104	47.46	.421	59,961	85,496	7,900	17,550	481,650	40.81	.325	4,676	2,397	.342	130
Dolores	2.1	.20	.002	.6	320	.05		122				1,078	.09	.001	1,790	946	.001	50
Douglas	3.0	.28	.002	1.0	987	.16	.001	274		103		3,620	.31	.002		2,548	.002	100
Eagle	4.5	.42	.004	1.4	1,807	.30	.003	654	59	297	95	4,069	.34	.003	2,899	3,870	.003	75
Elbert	4.1	.38	.003	1.2	945	.15	.001	365	•	65	27	3,423	.29	.002		4,870	.002	67
El Pase (Colorado Springs).	61.2	5.74	.048	20.3	41,835	6.84	.061	9,716	5,214	2,015	2,365	78,102	6.62	.053	3,847	7,811	.055	115
Fremont	17.4	1.63	.014	5.0	6,839	1.12	.010	2,022	607	593	297	14,166	1.20	.010	2,833	2,526	.011	79
Garfield	9.3	.87	.007	2.9	4,504	.74	.007	1,125	370	348	297	9,410	.80	.006	3,245	6,343	.007	100
Gltpin	.8	.07	.001	.3	459	.08	.001	213	•		•	1,091	.09	.001	3,637	129	.001	100
Grand	3.0	.28	.002	.9	2,085	.34	.003	502	44	258	176	3,413	.29	.002	3,792	3,257	.002	100
Gunnison	4.6	.43	.004	1.4	2,585	.42	.004	654		258	135	5,294	.45	.004	3,781	3,700	.004	100
Hinedale	.2	.02		.1	56	.01		30		•		244	.02		2,440	333		
Huerfane	11.0	1.03	.009	3.0	4,990	.82	.007	1,414	296	323	122	11,705	.99	.008	3,902	1,795	.008	89
Jackson	1.7	.16	.001	.6	709	.12	.001	289				1,702	.14	.001	2,837	3,118	.001	100
Jefferson	34.1	3.20	.027	10.5	8,729	1.43	.013	2,645	•	968	405	22,876	1.94	.016	2,179	8,854	.017	63
Klowa	2.4	.22	.002	.8	695	.11	.001	213		52		1,538	.13	.001	1,923	2,010	.001	50
Kit Carson	6.6	.62	.005	1.9	2,349	.38	.003	517	133	271	175	5,638	.48	.004	2,967	3,085	.004	80
Lake	7.8	.73	.006	2.5	4,128	.68	.006	1,064	311		243	8,672	.73	.006	3,469	182	.006	100
La Piata (Durango)	11.8	1.11	.009	3.4	6,867	1.12	.010	1,672	755	710	230	13,284	1.13	.009	3,907	3,881	.009	100
Larimer (Fort Celline)	30.2	2.83	.024	9.5	16,070	2.63	.023	4,712	1,628	2,012	770	36,654	3.11	.025	3,858	16,007	.024	100
Las Animas (Trinidad)	26.0	2.44	.020	7.1	10,411	1.70	.015	3,070	1,362	400	351	21,341	1.81	.014	3,006	4,537	.016	80
Lincoln	5.2	.49	.004	1.6	2,294	.38	.003	426		194	135	5,186	.44	.003	3,241	3,515	.003	75
Legan (Sterling)	15.5	1.45	.012	4.2	7,965	1.30	.012	1,778	844	877	284	17,773	1.51	.012	4,232	12,051	.012	100
Meea (Grand Junction)	29.2	2.74	.023	8.5	18,485	2.70	.024	3,846	2,300	1,935	486	34,275	2,90	.023	4,032	11,842	.023	100
Mineral	.6	.06	.001	.2	403	.07	.001	167	•		•	641	.05	.001	3,205	226	.001	100
Meffat	4,2	.39	.003	1.4	2,266	.37	.003	684	192	154		4,859	.41	.003	3,471	4,246	.003	100
Montezuma	7.9	.74	.006	2.2	3,155	.52	.005	638	192	451	189	6,704	.57	.005	3,047	4,709	.005	83
Montrose	12.8	1.20	.010	3.7	6,199	1.02	.009	1,277	400	670	256	12,813	1.09	.009	3,463	8,224	.009	90

\*Withheld to avoid disclosure.

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	,	OPA POPUL 2-15-	ATION					EST							INCO		ADVE	ES— ERTIS IG TROLS
COUNTY	Total	% of	% of	Families	Dollars	% of	% of		UR STOR			Dollars	% of	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)		U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Inde
Morgan	15.5	1.45	.012	4.4	7,423	1.22	.011	1,839	577	735	310	15,046	1.27	.010	3,420	12,731	.011	9:
Otero	24.3	2.28	.019	7.2	9,702	1.59	.014	2,782	1,214	813	472	25,194	2.13	.017	3,499	7,966	.017	81
Ouray	1.7	.16	.001	.6	778	.13	.001	243	15		95	2,073	.17	.001	3,455	925	.001	100
Park	1.8	.17	.001	.6	1,237	.20		426				2,136	.18	.001	3,560	2,042	.001	100
Phillips	4.3	.40	.003	1.3	1,946	.32		562	163	297	108	4,326	.37	.003	3,328	4,020	.003	100
Pltkin	1.2	.11	.001	.4	348	.06	.001	152				1,279	.11	.001	3,198	1,430	.001	100
Prowers	18.2	1.71	.014	5.3	4,837	.79	.007	1,322	340	439	284	10,209	.86	.007	1,926	5,579	.008	5
Pueblo (Pueblo)	73.3	6.87	.058	21.0	34,738	5.68	.050	7,722	6,050	2,210	1,150	67,919	5.76			7,074	.050	86
Rio Blanco	2.5	.23	.002	.8	1,209	.20	.002	258	*	155		2,706	.23	.002		3,977	.002	100
Rio Grande	11.4	1.07	.009	3.1	5,546	.91	.008	1,231	459	658	297	11,480	.97	.008		9,567	.008	86
Routt	8.3	.78	.007	2.7	4,253	.70	.006	838	192	310	202	8,917	.76	.006		5,687	.006	88
Sagauche	4.7	.44	.004	1.3	1,487	.24	,002	456		129	68	2,727	.23	.002	2,098	4,866	.002	50
San Juan	1.0		.001	.3		.10		182	74	142		1,099	.09		3,663	32	.001	100
San Miguel	2.1	.20		.6		.17		410	44	•		2,093	.18	.001	3,488	1,376	.001	84
Sedgwick	4.3	.40	2,000	1.2		.37		654		284	108	4,238	.36	.003		6,117	.003	10
Summit	1.1	.10		.5		.08		183			•	1,005	.09	.001	2,010	495	.001	100
Teller	2.6	.24	.002	.9	2,655	.43	.004	1,049	•	181	122	3,252	.28	.002	3,613	624	.003	150
Washington	6.8	.64	.005	1.9	1,626			517	30	258		4,477	.38			5,880	.003	6
Weld (Greeley)	56.9	5.33	. 045	16.3				5,746	-,	2,516	864	49,364	4.18	.033		59,160	.033	7
Yuma	9.6	.90	.007	2.8	3,892	.64	.006	1,094	266	684	162	9,184	.78	.006	3,280	8,342	.006	8
STATE TOTAL	1,067.3		.838	319.7	611,229		.887	148,425	116,935	37,301	32,880	1,180,086		.795	3,691	340,951	.831	9

### NEVADA — County Data

Churchill	5.1	3.91	.004	1.6	4,844	4.05	.007	830	431	•	134	8,548	3.78	.006	5,343	2,758	.006	150
Clark (Las Vegas)	36.5	27.95	.029	11.6	18,258	15.26	.027	4,014	953	819	707	44,460	19.64	.030	3,807	1,142	.029	100
Douglas	1.6	1.22	.001	.5	1,775	1.48	.003	521	68	128	•	2,418	1.07	.002	4,836	2,349	.002	200
Elko	9.7	7.43	.008	3.1	10,055	8.40	.015	2,123	863	717	325	16,368	7.23	.011	5,280	6,726	.012	150
Esmeralda	.8	.61	.001	.3	1,698	1.42	.002	232	•		•	1,619	.71	.001	5,376	181	.001	100
Eureka	.9	.69	.001	.4	618	.52	.001	270				1,830	.81	.001	4,560	999	.001	100
Humboldt	4.3	3.29	.003	1.4	5,037	4.21	.007	1,004	977	205	•	7,239	3.20	.005	5,171	2,169	.005	167
Lander	1.7	1.30	.001	.6	1,447	1.21	.002	425				3,681	1.62	.002	6,135	1,294	.002	200
Lincoln	4.1	3.14	.003	1.2	2,374	1.98	.003	714	341	64	153	5,510	2.43	.004	4,592	780	.003	100
Lyon	3.0	2.30	.002	1.0	2,142	1.79	.003	463	68	168		4,798	2,12	.003	4,798	2,588	.003	150
Mineral	5.8	4.44	.005	2.1	1,467	1.23	.002	444				7,990	3.53	.005	4,757	105	.004	80
Nye	4.7	3.60	.004	2.0	3,802	3.18	.006	1,062	182	-128	•	8,740	3.86	.006	4,370	1,008	.006	150
Ormsby	3.2	2.45	.003	1.0	2,875	2.40	.004	1,004			172	6,270	2.77	.004	6,270	181	.004	133
Pershing	2.5	1.91	.002	.9	2,007	1.68	.003	347	45		•	5,296	2.34	.004	5,884	1,446	.003	150
Storey	.4	.31	*****	,2	772	.65	.001	290	*	•	1	1,044	.46	.001	5,220	48	.001	
Washoe (Rene)	35.8	27.41	.028	12.0	49,005	40.96	.071	10,070	6,976	1,407	1,805	79,612	35.16	.053	6,634	3,101	.053	189
White Pine (Ely)	10.5	8.04	.008	3.0	11,466	9.58	.017	2,992	1,407	525	458	20,990	9.27	.014	6,997	1,731	.014	175
STATE TOTAL	130.6		.103	42.8	119,642		.174	26,805	12,451	4,700	4,768	226,413		.152	5,290	28,606	.149	148

For Nevada City figures, see page 157.

#### ARIZONA - County Data

Apache	23.3	4.09	.018	5.5]	3.651	1.32	.005	375	158	*1	•1	9,420	1.61	.006	1,713	4,879	.008	44
Cochise	35.6	6.25	.028	10.2	13,075	4.74	.019	3,947	3,806	655	474	37,452	6.41	.025	3,672	8,023	.024	86
Coconino (Flagetaff)	18.0	3.16	.014	4.9	9,058	3.28	.013	1,560	450	403	316	19,260	3.30	.013	3,931	4,318	.013	93
illa	24.7	4.34	.019	7.4	9,685	3.51	.014	2,870	796	290	416	28,237	4.84	.019	3,816	2,548	.018	95
Graham	11.4	2.00	.009	2.9	4,670	1.89	.007	998	450	693	158	9,935	1.70	.007	3,426	5,536	.007	78
Greenlee	13.7	2.41	.011	3.7	3,307	1.20	.005	608	1,003	189		9,972	1.71	.007	2,695	1,140	.007	84
Maricopa (Phoenix)	206.1	36.20	.162	60.6	130,811	47.39	.190	28,129	20,764	10,031	6,350	238,900	40.91	.161	3,942	53,049	.170	105
Mohave	7.8	1.37	.006	2.6	5,258	1.90	.008	1.747	1,661		172	13,671	2.34	.009	5,258	1,727	.008	133
Navajo	28.5	5.01	.022	7.2	8,463	3.06	.012	1,466	623	315	431	31,088	5.33	.021	4,318	4,266	.019	88
Pima (Tucson)	88.5	15.54	.070	25.1	58,235	21.10	.085	16,275	7,610	2,641	3,450	100,900	17.28	.068	4,020	7,142	.074	108
Pinal	46.0	8.08	.036	12.1	8,108	.294	.012	2.574	519	605	445	27,129	4.65	.018	2.242	13,843	.020	56
Santa Cruz	8.4	1.48	.007	2.3	4,245	1.54	.006	1.092	2,180	302	158	9,313	1.59	.006	4,049	1,985	.006	86
Yavapai (Prescott)	22.3	3.92	.018	7.1	9,796	3.55	.014	3,541	1,592	529	588	28,361	4.86	.019	3,995	4,983	.017	94
Yuma (Yuma)	35.0	2000	.027	10.0	7,685	2.78	.011	2,262	1,280	1,046	387	20,269	3.47	.015		10,674	.016	54
STATE TOTAL	569.3		.447	161.7	276,045		.401	67,444	42.890	18,110	13,496	583,907		.394	3.611	124,113	.407	91

. \*Withheld to avoid disclosure.

For Arizona City figures, see page 157.

### Sales Management

#### CITY POPULATIONS

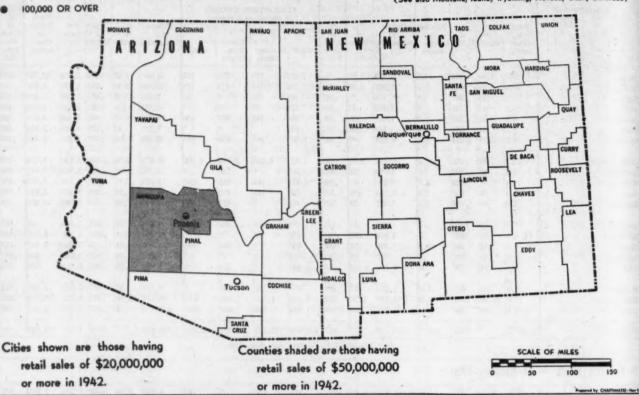
(1940 CENSUS)

- UNDER 50,000 0
- 50,000 TO 100,000

### MOUNTAIN STATES

#### Arizona - New Mexico

(See also Montana, Idaho, Wyoming, Nevada, Utah, Colorado)



### MEXICO - County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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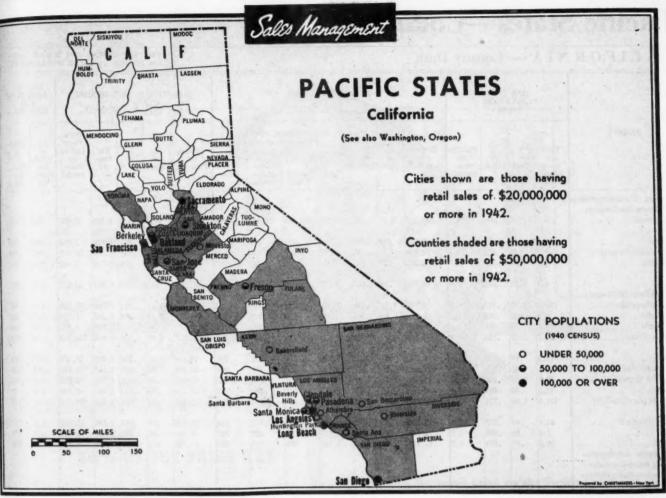
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	1	OPA (POPUL 2-15-	ATION					EST				EFFEC 1944		D EST			ADVE IN CONT	RTIS-
COUNTY	Total	%	% of	Families	Dollars	%	%			E GROUI s of dollar		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	10	U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
Bernalille (Albuquerque)	69.8	14.24	.055	19.7	40,530	20.64	.059	9,564	6,400	2,890	2,206	88,207	23.27	. 058	4,376	2,261		
Catron	3.2	. 65	.003	.9	558	.28	.001	400				1,303	.35	.001	1,448	1,993	.002	
Chaves (Roswell)	28.8	5.88	.023	7.9	13,252	6.75	.019	2,657	2,647	1,575	486	23,074	6.23	.015	2,921	9,720	.018	
Colfax	15.2	3.10	.012	4.0	7,657	3.90	.011	1,911	657	434	322	10,720	2.89	.007	2,680	4,621	.009	75
Curry (Clovis)	20.5	4.18	.016	5.9	12,973	6.61	.019	2,475	2,507	1,550	895	27,750	7.49	.019	4,703	7,200	.018	113
De Baca	4.8	.98	.004	1.3	1,163	. 59	.002	255		124		2,561	. 69	.002	1,970	2,018	.002	5
Dona Ana	27.1	5.53	.021	7.0	8,029	4.09	.012	2,148	736	794	340	13,903	3.75	.009	1,988	9,159	.012	57
Eddy (Carlabad)	29.7	6.08	.023	8.0	12,570	6.40	.018	2,639	1,512	967	880	20,564	5.55	.014	2,571	5,090	.017	74
Gran t		4.18	.016	5.4			.011	2,348	517	261	286	14,182	3.83	.010	2,626	4,546	.011	6
Gaudalupe	7.0	1.43	.008	1.6	2,278	1.18	.003	419	•	•	161	4,295	1.16	.003	2,684	1,566	.004	6
Harding	3.0	.61	.002	.8	1.038	. 53	.002	127			54	1,250	.34	.001	1,563	1,557	.001	9
Hidalgo		.88	.003	1.2				819		99		4,140				1,281		10
Lea (Hobbs)			.013	5.1		6.62		2.967	1,473	1,550	519		6.09	.015				
Lincoln	7.1	1.45	.006	1.9	2,186	1.11	.003	419	478	136	143	3.715	1.00	.003	1,955	3,098	.004	
Luna				2.5	3,441	1.75		642	179	223		8,301	2.24		3,320			7
McKinley (Gallup)	24.4	4.98	.019	6.0	10,152	5.17	.015	1.693	1,214	459	358	21,870	5.91	.015	3,645	1,674	.016	
Mora		1.61	.008	1.8	,		.001	218				2,506	.68		1,389	2,152		
Otera		2.33		3.1				1,201	199		197	7,108	1.92					6
Quay		2.06	.008	2.9	-,		1	1,383		380	376	9,272				4,144		1
Rio Arriba	28.6		1	4.8	-,	1.37		783		•		5,133		2000	1,069	2,227		3
Rooseveit	13.7	2.80	.011	3.7	4,666	2.38	.007	1,238	935	682	215	8,168	2.21	.005	2,208	7,116	.007	
Sandoval	11.9	2.43	.009	2.8	1,333	.68	.002	400			54				1,245			
San Juan	10.3			2.4	48000			910		260	125				1,539			1

<sup>\*</sup>Withheld to avoid disclosure.



NEW MEXICO — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	٠,	OPA POPUL 2-15-	ATION				S/A	L SALE	S-1944 IMATE					BUYING ES			ADVE	ES— ERTIS- VG TROLS
COUNTY	Total	% of	% of	Families	Dollars	%	% of		UR STOR			Dollars	%	% of	Per	Gross Farm Dollars	%	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	OF	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	Mar- ket Index
San Miguel	23.1	4.71	.018	5.6	6,696	3.41	.010	2,048	1,453	188	304	10,912	2.95	.007	1,949	2,512	.010	56
Santa Fe (Santa Fe)	28.6	5.84	. 023	7.3	13,376	6.81	.019	4,058	1,353	657	609	26,444	7.14	.018	3,622	1,524	.019	83
Sierra	5.2	1.06	.004	1.5	1,767	.90	.003	637	139	136	161	3,090	.83	.002	2,060	1,147	.003	75
Secorro	8.7	1.78	6	2.2		1.15	.003	655	60	149	125					1,825		
Taos	14.5	2.96	.011	3.4	2,681	1.37	.004	764	338	161	125	4,932	1.33	.003	1,451	1,172		
Torrance	9.3	1.90	.007	2.4	1,938	.99	.003	384	119	211	72	3,158	.85	.002	1,316	3,073	.003	43
Union	6.2	1.27	.005	1.7	3,085	1.57	.003	946	299	285		5,289	1.43	.004	3,111	3,952	.004	80
Valencia	18.1	3.69	.014	4.3	3,674	1.87	.005	673	816		72	6,829	1.84	.005	1,588	2,227	.007	50
STATE TOTAL	490.0		.385	129.0	196,336		.285	47,761	25,381	14,432	9,414	370,404		.249	2,871	103,255	.287	78
*Withheld to avoid disclosu	re.				For A	lew Me	xico Ci	ty figure	s, see pa	ge 157.		Before u	sing ti	nese fig	ures, se	e explana	tion pa	ige 17.

\$47.97 FOR PETE JONES THIS WEEK

Pete is one of the million or more men and women living in the Los Angeles-Long Beach area who work in industrial plants. Pete's just a plain, ordinary guy . . . earns good dough, buys War Bonds, spends the rest for family needs. And Pete likes to listen to the radio . . .

### KGER AIMS TO PLEASE PETE . . . AND DOES!

KGER's programs intentionally are of the "middle class" type . . . the kind enjoyed by the greatest mass of people. KGER's programming, intensive coverage of Los Angeles-Long Beach, and low rates, is a hard combination to beat. Why not get the whole story?



Represented Nationally by Spot Sales, Inc. New York Chicago San Francisco Los Angeles



NG ITROLS

> Quality of Market Index

> > 123

)7 )3 )4

### Pacific States—County Data

CALIFORNIA — County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	P	OPA COPULATE	TION	. /-				SALES EST				EFFECT 1944			INCO		SALE ADVE IN CONT	RTIS
COUNTY	Total	% of	% of	Families	Dollars	% of	% of			E GROUF		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Quality
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	of State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)		U.S.A.	fam- liy	(in thou- sands)	J.S.A. Po- ten- tial	Mar- ket Inde
Nameda (Oakland-Berkeley-																		
Alameda-San Leandro- Hayward)	621.5	7.89	.488	216.7	539,790	9.21	.784	171,902	112,614	25,248	24,364	1,200,376	9.17	.809	5,539	31,656	.737	15
Ipine	.2	7.09	.400	.1	61			.,,,,,		*		95			950	286		
mador	6.3	.08	.005	2.0	6,733	.11	.010	1,869	102	592	266	10,900	.08	.007	5,450	3,057	.008	16
utte (Chico-Orovitie)	42.1	.53	.033	14.3	34,200 5,514	.58	.050	10,153	3,722	2,403	930 208	58,174 8,948	.44	.039	4,068	22,732 3,122	.041	12
alavoras	6.4	.08	.005	2.4	0,014	.10	.000	1,010		200	200	0,010	.01	.000	0,120	0,122	.000	
oluna	8.9	.11	.007	2.9	8,105	.14	.012	1,879	616	1,232	340	13,390	.10	.009	4,617	14,470	.010	14
entra Costa (Richmond-														400		01 100	449	
Pittsburg-Martinez)	218.7	2.77	.172	70.4	67,762	1.16	.005	20,664	5,480 130	5,199	2,336	158,619 5,888	1.21	.107	2,253	21,199 1,418	.117	13
Del Norte	3.6 10.0	.06	.003	1.2 3.6	3,723 8,989	.06	.013	3,535	130	389	162	14,281	.11	.010	3,961	4,933	.010	13
reano (Fresno)	194.7	2.47	.153	59.1	130,218		.189	38,671	16,628	10,068	4,265	264,117	2.02			142,589	.176	11
												4				10 100	010	40
Blenn	11.0	.14	.009	3.4 15.0	9,779 38,649	.17	.014	2,392 9,799	454 4,632	725 1,410	236 952	15,589 60,650	.12	.011	4,585	18,428 15,953	.012	13
Humboldt (Eureka) Imperial (Brawley-El Centro)	44.1	.55		12.0		.74	.063	11,285	3,904	5,200	1,448	63,873	.48			49,562	.048	14
nyo	17.0	.22	.013	5.7		.14	.012	2,417	424	500	266	12,578	.10			3,146	.010	
Cern (Bakersfield-Taft)	141.5	1.80	.111	43.1	112,175	1.91	.163	28,293	12,854	8,503	3,010	181,266	1.38	.122	4,206	64,339	.132	11
(Ingo (Hanford)	34.4	.44	.027	10.2		.46	.039	8,709	2,096	2,077 322	784 232	37,430 9,127	.29	.025		27,088 5,402	.030	1
ake	7.4 16.5	.09	.013				.016	3,135			380	17,136	.13		3,230	5,790	.013	
Los Angeles (Los Angeles- Long Beach-Glendale- Pasadena-Santa Monica- Burbank-Alhambra-South	10.0				,			.,										
Gate-Inglewood-Belvedere- Beverly Hills-Huntington Park-Pomona-Compton- Whittier-Monrovia-Red-																		
ondo Beach-Culver City San Fernando-El Monte)	3,138.8	39.82	2.488	1,090.9	2,290,441	39.08	3.327	591,081	353,240	97,877	92,507	5,443,037	41.56	3.667	4,989	169,886	3.325	1
Madera (Madera)	25.0							4,133			376						.020	1
Marin (San Rafael)	84.7	.82	.051	18.0	37,343	.64	.054	12,216	3,032	2,477	1,032	64,214	.49	.043	3,567	14,506	.048	
Mariposa		.04				.06	.005	648	1	•	•	5,518				2,084	.004	
Mendocino								4,594			388					13,164 49,610	.021	
Merced (Merced)	46.6 14.3	.59						8,487 1,691			1,074						.007	1
Mena	.1	.01	.001	.:	1,604	.03	.002					1,379	.01	.001	4,597	1,544	.001	
Mono Monterey (Salinas-Monterey)			1					16,163	6,542	6,581	2,400						.080	)
Napa (Napa)								5,540	2,380	1,965	730	37,111						
Nevada (Grass Valley)	13.7	.17	.011	4.0	17,373	.30	.025	5,474	808	1,954	672	24,708	.21	.019	5,384	2,024	.019	9
Orange (Santa Ana- Anaheim-Fullerton)	153.3	1.94	.120	52.	105,804	1.81	.154	30,658	10,843	6,281	5,251	200,165	1.5	.138	3,842	52,664	.138	3
Placer (Auburn)	24.9	.33	.019	8.	22,140	.38	.032	6,74	1,870	1,506	771	38,667	.3	.02	4,774	13,648	.020	В
Plumas							1			1	518		.0	.001	3,867	2,447	.009	. 1
Riverside (Riverside)	122.2	1.5	.09	39.	78,747	1.3	.114	2000										
Sacramento (Sacramento)													1		5,835			1
San Bernardino (San																		
Bernardino-Ontario-																		4
Redlands)	.1 185.	1 2.3	5 .14	5 59.	4 95,16	8 1.6	2 .138	27,07	5 10,25	5,425	4,22	250,342		11 .16	ures, s	56,216	.15	

LOOK BEFORE YOU LEAP! If any of the figures on these pages seem confusing or incomprehensible, you must have skipped the introductory explanation beginning on page 17. Reading it before you attempt to use these data is quicker than wiring the editors, who will refer you to those pages anyway.

The

MA



# 50% OF THE SALES ARE MADE OUTSIDE\*

on the Pacific Coast, too!

If you think nylons are hard to get, try getting complete radio coverage on the Pacific Coast without Don Lee. It can't be done—for while all 4 networks cover the "inside market," only Don Lee completely covers the "outside market" (where half the retail sales are made).

Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks doesn't work. Don Lee, however, with 38 local stations, broadcasts from within each of these mountain-surrounded markets.

\*Half of all the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located

A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of "outside" listeners tuned to Don Lee stations.

How about "inside coverage?" According to regular Hooper reports, during the past year all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

You'll have to wait for nylons—but you don't have to wait for complete Pacific Coast radio coverage. Buy Don Lee, the only network that delivers both markets of the Pacific Coast!

The Nation's Greatest Regional Network



THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

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# "PERSONALIZED" MERCHANDISING IN 6 "GOLDEN HORSESHOE" MARKETS

The influential daily newspapers published in these six strategically located Los Angeles County cities offer a \$150 million Retail Sales Market plus a valuable merchandising service that helps make advertising campaigns successful.

ALHAMBRA Post Advocate CULVER CITY Star-News

GLENDALE News Press MONROVIA News-Post REDONDO Breeze SAN PEDRO News-Pilot

Ask our Representatives WEST-HOLLIDAY, INC., for Details

### SOUTHERN CALIFORNIA ASSOCIATED NEWSPAPERS

General Offices:

510 South Spring Street

Los Angeles, 13

CALIFORNIA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

1.	P	OPA ( OPULA 2-15-	TION				RETA	IL SALES	S—1944 IMATE				TIVE I	BUYING	INCO		SALI ADVE IN CONT	RTIS-
COUNTY	Total	of	e% of	Families		%	%			RE GROU		Dollars	% of	% of	Per	Gross Farm Dollars	% of	Qual-
-	(in thou- sands)	of State	U.S.A.	(in thou- sands)	(in thousands)	State	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of State	U.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
San Diego (San Diego) San Francisco (San	394.6	5.01	.310	133.3	385,283	6.57	.560	110,154	55,508	17,532	17,650	880,402	6.72	.593	6,605	43,260	.527	170
Francisco)	686.0	8.70	.539	236.0	590,213	10.07	.857	151,055	100,563	13,909	25,415	1,600,557	12.22	1.078	6.782	3,316	.904	168
San Joaquin (Stockton-Lodi). San Luis Obispo (San Luis	151.8	1.93	.119	44.9	90,877	1.55	.132	23,194	9,812	8,392	2,907	236,708	1.81	.159	5,272			120
Oblapo)	39.7	.50	.031	13.2	29,180	.50	.042	7,101	3,004	2,087	888	46,868	.36	.032	3,551	26,209	.035	113
San Mateo (San Mateo-																		
Redwood City-Burlingame)	138.6	1.73	.107	44.3	85,601	1.48	.124	28,876	5,582	5,365	2,690	153,238	1.17	.103	3,459	16,743	.110	103
Santa Barbara (Santa Barbara-Santa Maria)	74.6	.98	.059	24.4	61,107	1.04	.089	16,727	4,350	3,870	2,267	135,077	1.03	.091	5,536	33,079	.084	142

Before using these figures, see explanation page 17.

### WE'LL BUY THIS COPY BACK FROM YOU ...

Requests for additional copies of this 1945 Survey of Buying Power are already far ahead of the 1944 demand — and under wartime restrictions we do not have enough paper to print all these extra copies.

Perhaps you can help us fill some of these orders. We'll pay you \$1 for this copy of the Survey of Buying Power if you return it to us intact, with no pages missing. Our check for \$1 will be mailed to you just as soon as the copy is received. Be sure to print your name and address plainly on the wrapper — and address the package to

SALES MANAGEMENT 386 Fourth Avenue New York 16, N. Y.

→ P(	OST-WAR PURCHASE ORDER OST-WAR PURCHASE ORDER THE LOS ANGELES SUNDAY EXAMINER FAMILY  AUTOMOBILES  AUTOMOBILES  A1,353  A4,353  A4,353
	REFRIGERATE  RADIOS  WASHING MACHINES  WASHING MACHINES  24,925  24,358  STOVES  NEW HOMES  RECTRIC IRONS  ELECTRIC IRONS  17,561  13,595
	KITCHEN MIXERS  SEWING MACHINES  Figures based on Third Progress Report of Postwal Family Buying Intentions, U. S. Chamber of Commerce Family Buying Intentions, U. S. Chamber

### HERE ARE THE IMMEDIATE POST-WAR PURCHAS-

ing plans of Southern California families who read the Los Angeles Sunday Examiner! CONTINUED high-purchasing power is indicated by the chart at the right.

### ADVERTISING TIP FOR SALES MANAGERS:

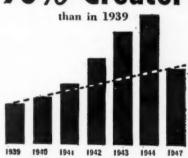
More people read the Los Angeles Sunday Examiner than read any other newspaper in Western America—over 714,000 families, with incomes surpassing every previous high-prosperity mark! Straight into the heart of this vital area—great now, destined for postwar greatness—goes this selling force at the lowest milline rate in the market! No doubt about it: On Sundays The Examiner can do the job alone!

HXAminer

### POSTWAR INCOME

in LOS ANGELES COUNTY will be

90% Greater



WRITE FOR FREE COPY of "Close-up of Tomorrow," a timely new booklet that shows what will happen to the Los Angeles County Market when peace comes . . . based on the findings of 9 authoritative national, state and local sources. Address: Business Research Division, Los Angeles Examiner, Los Angeles 54, Calif.

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

S— RTIS-ROLS

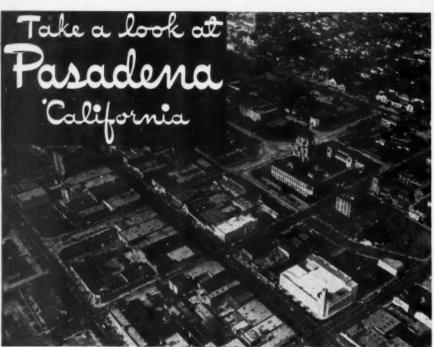
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Sales Management, 1945 Survey of Buying This Area Is Best Served Advertisingly by

### THE PASADENA STAR-NEWS **EVENING & SUNDAY**

Represented Nationally by Williams, Lawrence & Cresmer Co.

# Cream of the Los Angeles County Market Home of the ROSE BOWL

# 2nd

### LARGEST MARKET IN **LOS ANGELES COUNTY**

(outside Area)

	1944	1940
Population	92,000	81,600
Effective Buying Income	\$204,435,000	\$90,097,000
Per Capita Income	2,222	1,105
Retail Sales	87,873,000	55,227,000
Per Capita Sales	\$ 955	\$ 677
Food Sales	21,620,000	12,362,000
General Merchandise	14,061,000	8,091,000
Lumber, Bldg., Hdw	3,175,000	2,821,000
Drug Stores	3,850,000	1,784,000

CALIFORNIA — County Data — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

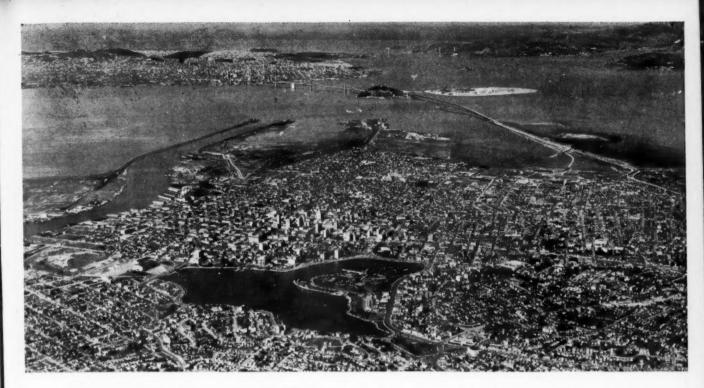
		OPA (POPUL 2-15-	ATION				RETA	IL SALES	S-1944 IMATE					BUYING ES			O IN	ERTIS-
COUNTY	Total	% of	% of	Families	Dollars	%	% of			E GROUI		Dollars	%	%	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)		U.S.A.	(in thou- sands)	(in thousands)	of	U.S.A.	Food	General Mdse.	Lum Bldg Hdwre.	Drug	(in thousands)	of	u.S.A.	fam- ily	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Santa Clara (San Jose-																		
Palo Alto)	191.8	2.43	.151	61.7	149,591	2.55	.217	42,374	17,843	7,057	5,557	358,668	2.74	.242	5,813	60,306	.216	143
Watsonville)	43.7	.55	.034	15.8	42,676	.73	.062	10.664	4,106	3,229	1,418	65,605	.50	.044	4,152	13,664	.047	138
Shasta (Redding)	26.6	.34	.021	9.0	26,766	.46	.039	6,225	2,374	2,275	792	42,361	.32	.029	4,707	6,134	.038	143
Sierra	1.8	.02	.001	.7	1,775	.03	.003	575		192		3,156	.02	.002	4,509	944	.002	
Siskiyeu	35.0		.027	11.6	22,480	.38	.033	5,020	2,020	850	722	33,908	.26	.023	2,923	13,401	.027	
Selane (Vallejo)	95.6	1.21	.075	30.8	37,440	.64	.054	10,906	3,882	2,539	1,168	92,585	.71	.062	3,006	32,583	.062	83
Petaluma)	73.0	.93	.057	24.8	70,458	1.20	.102	15,528	5,388	4,352	1,944	110,657	.84	.075	4,462	62,280	.080	140
Turiock)	81.3	1.03	.064	25.8	68,243	1.17	.099	14,499	6,300	6,011	1,848	107,016	.82	.072	4,148	63,927	.078	122
Sutter	17.9	.23	.014	5.8	7,470	.13	.011	2,442	208	861	122	18,660	.14	.013	3,217	31,521	.013	
Tehama	12.7	.16	.010	4.3	11,623	.20		2,763	846	711	378		.14			13,957	.014	
Trinity	2.3	.03	.002	.9	1,645	.03	.002	937	•	•	•	2,892	.02	.002	3,213	965	.002	100
Porterville)	108.3	1.37	.085	32.4	63,995	1.09	.093	17.727	6.346	6,110	1,900	109,930	.84	.074	3.393	128,870	.082	96
Tuolumne	8.4	.11	.007	3.0	10,086					826	360		.12				.011	157
Ventura (San Buenaventura-																		
Oxnard)	76.0				51,443			14,104	3,852	3,358	1,578	84,255	.64	. 057	3,745	53,584		
Yele (Woodland)	27.8			8.6	19,714	.34	.029	5,472	1,386	1,497	858		.28		4,312	34,694	.026	
Yuba (Marysville)	18.1	.23	.014	5.8	22,887	.39	.033	5,679		1,672	734	30,215	.24	.021	5,210	8,067	.025	164
STATE TOTAL	7,881.9		6.192	2,639.0	5,860,485		8.511	1.580.967	820,310	297,574	231,376	13,100,857		8.828	4,964	1,776,550	8.206	133

\*Withheld to avoid disclosure.

For California City figures, see page 158.

Before using these figures, see explanation page 17.

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METROPOLITAN OAKLAND—showing its strategical position on the mainland side of San Francisco Bay. In foreground is a portion of the business and industrial sections of Oakland, and to the left is the deep water Inner Harbor, with the Middle and Outer Harbors in the center. Extending westward is the 8½-mile Oakland-San Francisco Bay Bridge, connecting the 733 square miles of Metropolitan Oakland on the mainland with the 45 square-mile peninsular city of San Francisco.

#### PACIFIC COAST'S THIRD MARKET

- Metropolitan Oakland has the greatest population growth in the San Francisco Bay Area, which leads the Nation's 10 congested production areas in population growth.
- Over 1000 diversified industries set for postwar manufacturing.
- Huge skilled labor supply—largest electric power pool in the world.
- 1944 retail sales \$452,000,000—80.4% increase over 1939.
- Terminus of three transcontinental railways—air and highway center of 11 western States.

#### THE OAKLAND TRIBUNE

- Greatest home delivered daily city circulation in Northern California.
- Largest circulation growth in Northern California, an increase of 69.3% in the last five years.
- 98% concentration of circulation (daily and Sunday) in A.B.C. city and retail trading zones.
- 96.5% greater daily circulation in Metropolitan Oakland than the four San Francisco papers combined.

### ADVERTISING DOLLARS SHOULD FOLLOW MARKET POTENTIALS

131,271

143

143

140

140 100

157

105

164

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A.B.C. Publisher's Statement September 30, 1944 Oakland Tribune

WILLIAMS, LAWRENCE & CRESMER CO., National Representatives Including Sunday Magazine Section. Comics: METROPOLITAN SUNDAY NEWSPAPERS, INC. Member: AMERICAN NEWSPAPER PUBLISHERS' ASSN. 132,762

A.B.C. Publisher's Statement September 30, 1944

Send for booklet giving latest complete Market, Circulation, Advertising facts. Write to the Oakland Tribune, Oakland, California, or Williams, Lawrence and Cresmer Company, New York, Chicago, Detroit, Los Angeles, or San Francisco.



W	A	S	H	I	N	G	T	0	N	_	County	Data
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	OPA CIVIL POPULATION 2-15-1944						S/A	IL SALE	S—1944 IMATE			EFFECTIVE BUYING INCOME 1844 ESTIMATE					SALI ADVE IN CONT	RTIS-
COUNTY	Total	0%	% of	Families	Dollars	% of	% of			RE GROUI		Dollars	%	% of	Per	Gross Farm Dollars	% of	Qual-
	(in thou- sands)	% ef State U		(in thou- sands)	(in thousands)		U.S.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of	u.s.A.	fam-	(in thou- sands)	U.S.A. Po- ten- tial	of Mar- ket Index
Adams	5.1	.27	.004	1.5	5,116	.34	.007	1,065	794	421	147	7,377	.25	.005	4,905	14,356	.005	128
Asotin	6.6	.35	.005	2.1	2,596	.17	.004	1,328				4,917	.17	.003	2,341	3,801	.004	80
Benten	24.5	1.28	.019	7.3	6,046	.40	.009	1,917	449	480	156	10,909	.37	.007	1,494	9,808	.010	53
Cheian (Wenatchee)	33.4	1.75	.026	10.8	34,361	2.29	.050	8,726	5,390	2,050	821	50,138	1.69	.034	4,642	22,245	.037	142
Clailam (Port Angeles)	21.9	1.15	.017	7.0	15,770	1.05	.023	5,168	2,082	482	440	22,887	.77	.015	3,270	4,050	.018	106
Clark (Vancouver)	94.9	4.98	.075	30.2	42,035	2.80	.061	13,010	4,013	1,396	1,150	74,760	2.53	.051	2,475	13,603	.059	79
Columbia	4.1	.21	.003	1.3	3,263	.22	.005	931	261	272		6,192	.21	.004	4.760	7,773	.004	133
Cowlitz (Longview-Kelso)	39.0	2.05	.031	12.3	31,145	2.08	.045	8,353	5,828	934	716	50,116	1.69	.034	4.074	5,051		119
Douglas	5.9	.31	.005	1.9	3,075	.20	.004	970	31	280		4,438	.15	.003	2,336	12,371	.004	80
Ferry	3.3	.17	.003	1.1	1,652	.11	.002	752		. 80		2,758	.09	.002	2,507	2,030		67
Franklin	9.1	.48	.007	2.9	5,626	.38	.008	1,702			149	8,558	.29	.006	2,951	5,220	.007	100
Garfield	2.6	.14	.002	.8	2,710	.18	.004	334	227	401	104	4,458	.15	.003	5,560	6,350	.003	150
Grant	6.8	.36	.008	2.4	9,187	.61	.014	4,403	389	530	422	12,455	.42	.010	5,180	8,714	.011	200
Grays Harber (Aberdeen)	45.9	2.41	.038	15.5	44,553	2.97	.065	15,267	4,904	808	1,085	71,586	2.42	.048	4,618	5,556	.051	142
Island	6.1	.32	.005	2.2	2,355	.16	.003	576		90	67	3,129	.11	.002	1,422	4,621	.003	60
Jefferson	7.6	.40	.006	2.4	4,785	.32	.007	2,154	408	215	147	8,732	.30	.006	3,638	1,683		
King (Seattle)	594.8	31.21	.467	215.7	536,754	35.11	.780	129,494	119,969	12,936	17,498	1,235,352	41.76	.835	5,681	27,476		
Kitsap (Bremerton)		4.81	.072	31.4	36,323	2.42	.044	11,611	2,792	1,921	1,176	54,894	1.85	.037	1,748	5,805	.047	
Kittitas (Ellensburg)	18.3	.96	.014	5.7	16,236	1.08	.024	5,008	918	534	374	24,347	.82	.016	4,271	11,436	.018	125
Klickitat	8.9	.47	.007	2.1	6,755	.45	.010	2,278	312	291	145	10,609	.38	.007	3,658	6,983	.008	114
Lewis (Centralia-Chehalis)	35.8	1.88	.028	11.5	27,613	1.84	.040	7,748	3,612	932	649	41,004	1.38	.028	3,566	11,094	.031	
Lincoln	9.2	.48	.007	2.5	9,896	.66	.014	2,333	436	1,451	280	15,419	.52	.010	5,300	19,333	.011	
Mason	12.0			4.0	7,544	.50	.611	2,822	1,778			13,369	.41	.009	3,342	2,356	.010	111

<sup>\*</sup>Withheld to avoid disclosure.

Before using these figures, see explanation page 17.

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MAY 15, 1945

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	OPA CIVIL POPULATION 2-18-44				RETAIL SALES—1944 ESTIMATE						EFFECTIVE BUYING INCOME 1944 ESTIMATE					ADVI	ES— ERTIS VG TROL											
COUNTY	Total (in thou- sands)	Total	Total	Total	Total	Total					Total	9/0	% of	Families	Dollars	%	% of			RE GROU		Dellars	%	% of	Per	Gross Farm Dollars	% of	Qual
		% of State	u.S.A.	(in thou- sands)	(in thousands)	of	u.s.A.	Food	General Mdse.	Lum Bidg Hdwre.	Drug	(in thousands)	of	U.S.A.	fam- ily	(in thou- sands)	U.S.A.	of Mar- ket inde										
Okanogan	25.3	1.33	.020	7.7	14,334	.98	.021	3,248	2,970	295	445	20,426	.69	.014	2,653	16,979	.017	8										
Pacific	12.2	.64	.010	4.1	10,387	.69	.015	4,192	823	646	209	17,868	.60	.012	4,358	2,348	.012	12										
Pend Oreilie	5.5	.29	.004	1.7	3,795	.25	.006	1,352	263		147	6,141	.21	.004	3,612	1,870	.005	12										
Pierce (Tacoma)	209.0	10.97	.184	68.1	163,875	10.92		45,469	27,738	6,759	4,579	337,657	11.40	.227	5,030	20,878	.218	13										
San Juan	2.3	.12	.002	.8	1,378	.09	.002	744				3,203	.11	.002	4,004	1,798	.002	10										
Skagit (Mt. Vernon)	36.1	1.89	.028	11.5	26,303	1.75		7,927	2,949	1,216	532	40,165	1.36		3,493	14,945	.030											
Skamania	3.3	.17	.003	1.1	1,679	.11	.002	652	•	52	38	2,982	.10	.002	2,711	1,173	.002	6										
Snohomish (Everett)	91.0	4.77	.072	30.5	63,215	4.21	.092	20,122	10,073	2,439	1,535	97,027	3.28	.065	3,181	17,513	.074	10										
Spokane (Spokane)	172.4	9.05	.135	56.6	145,623	9.70		34,609	31,492	4,931	5,538		12.22	.244	6,395	23,848	.213	15										
Stevens	14.7	.77	.012	4.6	8,043			2,817	518	224	220	14,168	.48	.010	3,080	8,203	.011	9										
Thurston (Olympia)	36.5	1.92	.029	12.3	30,868	2.06	.045	8,655	4,198	1,299	943	48,252	1.63	.033	3,923	6,836	,036	12										
Wahklakum	3.2	.17	.003	1.0	1,604	.11	.002	566		50		3,333	.11	.002	3,333	1,912	.002	6										
Walla Walla (Walla Walla)	30.8	1.62	.024	9.2	28,989	1.93	.042	6,428		2,184	970	45,349	1.53	.030	4,929	18,881	.032	13										
Whatcom (Bellingham)	54.7	2.87	.043	18.1	46,026	3.07	.067	12,732	6,840	2,111	1,410	70,100	2.37	.047	3,873	20,625	. 052	12										
Whitman	24.3	1.28	.019	7.6	22,466	1.50		5,756	2,005	2,081	711	35,961	1.21	.024	4,732	39,924	.026	13										
Yakima (Yakima)	96.7	5.07	.076	30.2	76,663	5.11	.111	22,657	10,475	4,578	2,099	116,896	3.95	.079	3,871	64,090	.088	11										
STATE TOTAL	1,905.5		1,497	640.9	1,500,644		2.180	405 875	255,690	56,439	45 542	2,960,670		1.995	4,620	472,979	1.951	13										

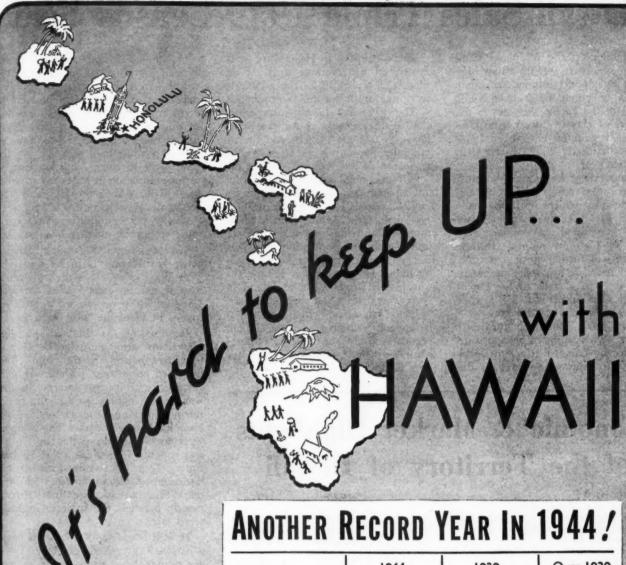
For Washington City figures, see page 164.

### OREGON — County Data

Senten (Corvallis)   21, 9   1,87   .017   7.2   15,884   1,880   .022   4,786   1,987   687   419   25,002   1.43   .017   3,473   6,032   .019   112   112   .018   .0			-										-				-		_
Senten (Corwallis)	Baker (Baker)	13.2	1.13	.010	4.3	14.572	1.66	.021	4,201	1,879	206	645	24,227	1.39	.016	4.760	8,023	.016	160
Stake   Composition   Compos											687							7	112
Statespring (Asteria)   25.2   2.15   2.00   8.4   22.316   2.54   0.33   8.034   2.449   1.425   833   35.744   2.05   0.034   2.255   2.244   2.02   130   2.00   2.00   1.77   0.16   6.4   10.706   1.22   0.16   3.957   978   364   423   20.086   1.15   0.014   3.140   4.317   0.15   5.00   0.00								.036			1.284	1.106							70
Decimption   20.0   1.71   0.96   6.4   10,708   1.22   0.96   3,957   978   384   423   20,098   1.15   0.14   3,140   4,317   0.95   94																			
Cook   Marshfield																			
	Communia	20.0		.010	0.4	10,100	1.44	.010	0,001	510	301	-	20,000	1.10	.014	3,140	4,017	.010	•
Company   Comp	Coos (Marshfield)	27.2	2.32	.021	9.2						885				.029	4,605			138
Lincoln	Crook	5.8	.49	.005	1.8	2,996	.34	.004	1,131	242	•	207	4,863	.28	.003	2,702	4,042	.004	80
Douglas (Reseburg)	Curry	3.5	.30	.003	1.2	2,338	.28	.003	1,021	36	•	95	3,503	.20	.002	2,919	1,413	.003	100
Sililiam   2.1   18   .002   .6   2.678   .30   .004   .551   *   .282   .95   .5,044   .29   .003   .5,060   .4,290   .003   .004   .006   .007	Deschutes (Bend)	18.5	1.58	.015	6.0	17,336	1.97	.025	4,738	1,085	929	700	26,656	1.53	.018	4,443	4,662	.020	133
Start   Star	Douglas (Roseburg)	25.8	2.20	.020	8.5	15,772	1.79	.023	4,774	1,608	714	516	27,220	1.56	.018	3,202	8,930	.020	100
Grant:	Gilliam	2.1	.18	.002	.6	2,678	.30	.004	551		282	95	5,044	.29	.003	5.060	4,290	.003	150
Harney								.006	888	77		143	7,093		.005	3.941		.005	125
Here River											234								200
Instrumental   Inst										523									125
Interferson   2.4   .20   .002   .8   1,122   .13   .002   .297   *   61   *   1,972   .11   .001   2,465   8,528   .002   .006   .008   .00											-								113
	January (measord)		7.00	.001		20,001	0.00		1,555	0,020	.,	.,	32,002	2.50		0,40.	0,200		
	Jefferson	2.4	.20	.002	.8	1,122	.13	.002	297	•	61	•	1,972	,11	.001	2,465	9,528	.002	100
Klamath (Klamath Falls)	Josephine (Grant's Pass)	15.2	1.30	.012	5.4	10.710	1.22	.016	3,289	956	612	374	19,905		.013	3.686	4,100	.014	117
Lake	Klamath (Klamath Falls)	37.3	3.18	.029	12.0	42,914	4.88	.062	10,925	6.471	2,633	1.488	75.344	4.31	.051	5,240	12,980	.050	172
Linceln (Ripene) 72.3 6.16 .057 23.8 51,028 5.80 .074 13,701 6.721 3,516 1,880 85,562 4.90 .058 3,595 14,283 .063 111 .11 .11 .11 .11 .11 .11 .11 .11 .1								.007		697	356							.006	- 150
Linn (Albany) 33.7 2.87 .026 10.9 16.894 1.92 .025 4,171 2.282 1.585 543 26,706 1.53 .018 2,450 14,754 .022 88 Malheur 14.7 1.25 .012 4.2 10,336 1.17 .018 2,795 1.199 809 455 19,204 1.10 .013 4,572 15,623 .013 100 Marion (Salem) 72.7 6.20 .057 21.8 40,025 4.55 .058 10,948 4,911 3,077 840 80,725 4.62 .054 3,583 21,476 .056 80 Morrow 3.9 .33 .003 1.2 2,440 .28 .004 618 212 76 5,422 .31 .004 4,518 5,093 .004 133 800	Lane (Eugene)									6,721	3,516	1,880							111
Linn (Albany) 33.7 2.87 .026 10.9 16.894 1.92 .025 4,171 2.282 1.585 543 26,706 1.53 .018 2,450 14,754 .022 88 Malheur 14.7 1.25 .012 4.2 10,336 1.17 .018 2,795 1.199 809 455 19,204 1.10 .013 4,572 15,623 .013 100 Marion (Salem) 72.7 6.20 .057 21.8 40,025 4.55 .058 10,948 4,911 3,077 840 80,725 4.62 .054 3,583 21,476 .056 80 Morrow 3.9 .33 .003 1.2 2,440 .28 .004 618 212 76 5,422 .31 .004 4,518 5,093 .004 133 800	1 Inneln	12.0	1 10	011	4.0	0 500	97	019	3 261	252	517	262	18 810	90	010	2 222	1 726	011	100
Malheur 14.7 1.25 .012 4.2 10,336 1.17 .015 2,795 1,199 809 455 19,204 1.10 .013 4,572 15,623 .013 100 Marion (Salem) 72.7 6.20 .057 21.8 40,025 4.55 .058 10,948 4,911 3,077 840 80,725 4.62 .054 3,583 21,476 .056 98 Merrow 3.9 .33 .003 1.2 2,440 .28 .004 618 212 76 5,422 .31 .004 4,518 5,093 .004 133 Multinomah (Pertiand) 48.3 38.21 .352 160.4 390,664 44.40 .568 95,968 115,853 8,161 15,462 898,116 51.30 .604 5,588 10,514 .543 159 150 1.001 .6 1,250 .14 .002 373 227 3,135 .18 .002 5,225 4,680 .002 5,003 118 .001 .6 1,250 .14 .002 373 227 3,135 .18 .002 5,225 4,680 .002 5,003 118 .001 (La Grande) 29.7 2.53 .023 9.2 20,018 2.28 .029 4,855 2,068 2,104 814 31,060 1.78 .021 3,920 20,705 .024 10 .001 (La Grande) 15.7 1.34 .012 5.2 12,654 1.44 .018 3,743 1,784 525 595 21,087 1.21 .014 4,055 8,260 .015 12 .016 .016 .016 .016 .016 .016 .016 .016																			-
Marion (Salem) 72.7 6.20 .057 21.8 40.025 4.55 .058 10.948 4.911 3.077 840 80.725 4.62 .054 3.583 21.476 .056 84   Merrow 3.9 .33 .003 1.2 2.440 .28 .004 618 212 76 5.422 .31 .004 4.518 5.093 .004 133   Multinemah (Pertiand) 448.3 38.21 .352 160.4 390.664 44.40 .568 95.968 115.853 8.161 15.462 898.116 51.30 .604 5.588 10.514 .543   Polk																			
Merrow 3.9 .33 .003 1.2 2.440 .28 .004 618 * 212 76 5.422 .31 .004 4.518 5.093 .004 133  Multhnemah (Portland) 48.3 38.21 .352 160.4 390.664 44.40 .568 95.968 115.853 8.161 15.462 896.116 51.30 .604 5.588 10.514 .543 Polk 20.0 1.70 .016 6.4 7.456 .85 .011 2.868 368 507 202 12.592 .72 .008 2.124 8.515 .011 2.868 368 507 202 12.592 .72 .008 2.124 8.515 .011 2.868 368 .002 27 ° 3.135 .18 .002 5.225 4.680 .002 200 12.500 12.40																			
Multnomah (Portland)										4,911									
Polik	Morrow	3.9	.33	.003	1.2	2,440	.28	.004	618	1	212	76	5,422	.31	.004	4,518	5,093	.004	133
Sherman . 1.6 .14 .001	Multnomah (Portland)	448.3	38.21	.352	160.4	390,664	44.40	.568	95,968	115,853	8,161	15,462	898,116	51.30	.604	5,588	10,514	.543	154
Tillamook	Polk	20.0	1.70	.016	6.4	7,456	.85	.011	2,868	368	507	202	12,592	.72	.008	2,124	8,515	.011	68
Tiliamook	Sherman	1.6	.14	.001	.6	1,250	.14	.002	373		227		3,135	.18	.002	5,225	4,680	.002	208
Umatilia (Pendieton)       29.7       2.53       .023       9.2       20,018       2.28       .029       4,855       2,068       2,104       814       31,060       1.78       .021       3,920       20,705       .024       100         Union (La Grande)       15.7       1.34       .012       5.2       12,654       1.44       .018       3,743       1,784       525       595       21,087       1.21       .014       4,055       6,260       .015       12         Wallowa       5.9       .50       .005       1.8       4,540       .52       .007       1,387       402       235       169       8,411       .48       .006       4,673       6,208       .006       12         Wasco (The Dalles)       10.6       .90       .006       3.5       13,068       1.49       .019       3,213       1,012       422       469       21,944       1.25       .015       6,270       6,178       .015       18         Washington       43.9       3.74       .034       14.4       18,630       2.12       .027       6,348       1,399       1,001       531       28,778       1.65       .019       1,988       15,268       .024				.010		7,802		.011	2,468	477	415	386			.010		4,696	.010	100
Wallowa       5.9       50       .005       1.8       4.540       .52       .007       1,387       402       235       169       8,411       .48       .006       4,673       6,208       .006       12         Wasco (The Dailes)       10.6       .90       .008       3.5       13,068       1.49       .019       3,213       1,012       422       469       21,944       1.25       .015       6,270       6,178       .015       18         Washington       43.9       3.74       .034       14.4       18,630       2.12       .027       6,348       1,399       1,001       531       28,778       1.65       .019       1,998       15,268       .024       7         Wheeler       2.6       .22       .002       .8       1,600       .18       .002       181       *       *       2,695       .15       .002       3,369       2,454       .002       10         Yarashiii       26.1       2.22       .021       8.5       16,462       1.87       .024       4,451       1,697       1,574       650       27,560       1.57       .019       3,242       10,762       .021       10	Umatilia (Pendleten)			.023				.029	4,855	2,068	2,104	814						.024	104
Wallowa       5.9       .50       .005       1.8       4,540       .52       .007       1,387       402       235       169       8,411       .48       .006       4,673       6,208       .006       12         Wasco (The Dalles)       10.6       .90       .008       3.5       13,068       1.49       .019       3,213       1,012       422       469       21,944       1.25       .015       6,270       6,178       .015       18         Washington       43.9       3.74       .034       14.4       18,630       2.12       .027       6,348       1,399       1,001       531       28,778       1.65       .019       1,998       15,268       .024       7         Wheeler       2.6       .22       .002       .8       1,600       .18       .002       181       *       *       2,695       .15       .002       3,389       2,454       .002       10         Yambhili       26.1       2.22       .021       8.5       16,462       1.87       .024       4,451       1,697       1,574       650       27,560       1.57       .019       3,242       10,762       .021       10	Union (La Grande)	15.7	1.34	.012	5.2	12.654	1.44	.018	3.743	1.784	525	595	21.087	1.21	.014	4.055	8.260	.015	125
Wasco (The Dalles)       10.6       .90       .006       3.5       13.068       1.49       .019       3,213       1,012       422       469       21,944       1.25       .015       6,270       6,178       .015         Washington       43.9       3.74       .034       14.4       18,630       2.12       .027       6,348       1,399       1,001       531       28,778       1.65       .019       1,988       15,268       .024       7         Wheeler       2.6       .22       .002       .8       1,600       .18       .002       181       *       *       2,695       .15       .002       3,389       2,454       .002       10         Yarshili       26.1       2.22       .021       8.5       16,462       1.87       .024       4,451       1,697       1,574       650       27,560       1.57       .019       3,242       10,762       .021       10											-								120
Washington       43.9       3.74       .034       14.4       18,630       2.12       .027       6,348       1,399       1,001       531       28,778       1.65       .019       1,988       15,268       .024       7         Wheeler       2.6       .22       .002       .8       1,600       .18       .002       181       *       *       2,695       .15       .002       3,389       2,454       .002       10         Yarshili       26.1       2.22       .021       8.5       16,462       1.87       .024       4,451       1,697       1,574       650       27,580       1.57       .019       3,242       10,762       .021       10																		8.00.0	188
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STATE TOTAL	Yarahili	26.1	2.22	.021	8.5	16,462	1.87	.024	4,451	1,697	1,574	650	27,580	1.57	.019	3,242	10,762	.021	100
	STATE TOTAL	1,173.2		.922	396.0	879,753		1.278	240,419	167,290	38,328	33,103	1.746,808		1.177	4,159	289,343	1.156	125

\*Withheld to avoid disclosure,

For Oregon City figures, see page 162.



★ Retail	1944	1939	Over 1939
Volume	\$386,426,009	\$128,555,730	UP 201%
★Wholesale Volume	219,780,424	75,112,522	UP 193%
★ADVERTISER Circulation 4th quarter figures	144,422	20,556	UP 603%

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CIRCULATION OVER 140,000



Radio Station K & U

HAWAII'S NBC STATION

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Quality of Market index

age 17.

ENT

# Hawaii Sales Triple 1939 Census Year

ERE on the Mainland retail sales last year hit a new high of \$68.85 billions, or a gain of about 60% over 1939, but out in the Pacific the sales in the Territory of Hawaii ran to \$386,426,-009, for a gain of 17% over 1943, and approximately 200% better than the census year.

Buying power has soared to such an extent that nearly two years ago when the Department of Labor made a survey of Honolulu's workingmen's homes they found an average gross income of \$415 per month. Income has risen still further since that time. A few months ago one desperate couple inserted a want ad for a man and wife, offering the wife \$35 a week and the husband \$1.50 an hour as a yardman, plus a completely furnished apartment with Simmons beds, private bath, electric range, refrigerator, payment of all utilities, and food for the

couple. Families in Hawaii are much larger, on the average, than on the Mainland, and with all the grownups working, family income is prodigious.

The 1944 per family income was half again as great as for the main-land—\$6,043 vs. \$4,061—and the retail sales per family averaged \$3,864

against \$1,879.

But that retail sales figure calls for an explanation. Hawaii today has a civilian population of half a million, plus that of the Armed Forces, whose number is a military secret. Since only the civilian population is known, the per family purchase figures are out of line. However, even before the war Hawaii topped the Mainland in both average sales and average income.

In the table below, figures of population and income cover the civilian population only, but retail sales figures naturally include the purchases of our

boys in uniform.

As a naval and military center Hawaii has no equal anywhere in the world. It is the site of our greatest naval base, a supply area of tremendous importance, and a training and staging center for Army and Navy forces which are likely to continue to face a terribly hard fighting job for some time to come. Furthermore, it seems reasonable to believe that never again will we trust the Japs, and consequently Hawaii post-war will very probably be a military center even more important than it was pre-war.

An index to the unparalleled buying power of Hawaii is to be found in War Bond sales. It is the only territory or state to exceed all of its War Bond monthly quotas, as well as its quotas in all of the War Bond drives.

Because of its isolated position Hawaiians are unusually dependent upon newspapers and the radio. The increased population, widespread high incomes, and intense interest in the war news combine to account for a terrific jump in the circulation of Honolulu's newspapers. The average weekday circulation of the two dailies was roughly 104,000 at Pearl Harbor Today the average circulation has jumped almost to the 300,000 mark, for an increase that almost exactly parallels the increase in total retail sales.

Hawaii is now and always has been a national advertiser's territory. Private brands have never really gotten started through the 4,200 retail establishments and the many Post Exchange and plantation stores. Many smart national advertisers use heavier schedules in the Honolulu dailies than they do in markets of comparable population size of the Mainland. Among these are Best Foods, Inc., Bristol-Myers Co., Corn Products Refining Co., General Foods Corp., Eastman Kodak Co., and the Pepsodent Co.,

Some of the other steady advertisers in the Honolulu market are Alcoa, Albers, Armour, Bauer & Black, Borden, Burroughs, California Fruit Growers Exchange, Calvert, Canada Dry, Chrysler, Colgate, Cream of Wheat, Cudahy, Elgin, Ford, G-E., G.M., Goodyear, Gruen, Heinz, Hiram Walker, Hormel, Jergens, Johnson & Johnson.

Also Lambert, Lever, Libby, Liggett & Myers, Mennen, National Cash, National Distillers, New York Life, Packard, Pet Milk, Philco, R. J. Reynolds, Schenley, Schlitz, Shell, Standard Oil, Sterling Products, Studebaker, United Air Lines, Westinghouse-and scores of others.

### **Economic & Market Highlights** of the Territory of Hawaii

		1943		1944
Population (in thousands)				
All Islands (estimated)		500,000		500,000
Honolulu County, Oahu "		317,000		330,000
Honolulu City "		228,000		235,000
Effective Buying Income (in thousands)				
All Islands	8	580,926	8	604,317
Honolulu County, Oahu	-	493,782	-	511,233
Honolulu City		394,401		408,627
Retail Sales (in thousands)		,		,
All Islands	8	329,357	8	386,426
Honolulu County, Oahu	•	273,367		320,734
Honolulu City		246,030		288,661
Food*		89,618		104,852
General Merchandise*		53,284		63,408
Drugs*		16,748		20,098
Wholesale Sales		20,120		20,070
All Islands	8	178,119	8	219,780
Honolulu City	*	165,694	•	201,164
Rapid Transit Passengers		100,071		201,101
(City of Honolulu, thousands)		103,324		124,798
Bank Clearings		100,021		121,170
(All Islands, thousands of dollars)	21	.192,621	81	,558,841
Postal Receipts		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
(All Islands, thousands of dollars)	8	5.038	S	14,998
War Bond Sales	*	0,000	Ψ	14,770
(All Islands, thousands of dollars)	8	90,000	8	117,604
Sugar Processing	4	20,000	4	111,001
(All Islands, thousands of dollars)		N.A.	S	62,418
Pineapple Canning		140220	4	02,710
(All Islands, thousands of dollars)		N.A.	8	47,861
Amusement Industries		14.250	9	41,001
(All Islands, thousands of dollars)		N.A.	2	17,184
Rentals		IN.A.	-	17,104
(All Islands, thousands of dollars)		N.A.	8	35,080
Comment of the commen		1 Toffe	4	33,080
Contracting (All Islands, thousands of dollars)		N.A.	8	43,778
******			-	
*See ranking tables for cities in 100,000 group for sales	in	City of Ho	nolul	J.

\*See ranking tables for cities in 100,000 group for sales in City of Honorana.

SOURCE: Effective Buying Income and sales of Food, General Merchandise and Drugs estimated by Sales Management; other figures compiled from official sources by Chamber of Commerce of Honolulu.

[340]

DVERTISER	Pa	nge
ew York Journal-American — Chicago Herald-American .	1	97
ew York Sunday News		105
ew York Times		191
ew York World-Telegram orth Central Broadcasting System		189 255
orth Central broadcasting System		
akland Tribune		333
cala Star Banner		283
hio Select List of Daily Newspapers		
maha World-Herald		249
acific Northwest Farm Trio	52	-53
nama City News-Herald		283
rade		-25
sadena Star News		
ssaic Herald-News		126 71
thfinder		283
oria lournal and Star		226
hn H. Perry Newspapers and Radio Stations		283
iladelphia Evening Bulletin		103
iiladelphia Inquireriiladelphia Record		129 209
ttsburgh Post-Gazette		207
ttsburgh Press		205
ortland (Ore.) Journal		337
ortsmouth Herald		168
ultry Tribune		43
ogressive Farmer ovidence Journal-Bulletin		179
ick—The Comic Weekly		37
, , , , , , , , , , , , , , , , , , , ,		-
adio Corporation of America—RCA Victor Division		40
aleigh News and Observer		147
edbook		41
edondo Breeze		330
emington Rand		310
io Grande Valley Group		190
Rock Island Argus and Moline Dispatch		227
Rockford Morning Star Rockford Register-Republic		
		228
acramento Bee		328
acramento Bee t. Louis Star-Times		328 261
acramento Bee t. Louis Star-Times t. Petersburg Times-Evening Independent alt Lake Tribune-Telegram		328 261 148 320
acramento Bee t. Louis Star-Times t. Petersburg Times-Evening Independent alt Lake Tribune-Telegram an Antonio Express Evening News		328 261 148 320 155
acramento Bee t. Louis Star-Times t. Petersburg Times-Evening Independent alt Lake Tribune-Telegram an Antonio Express Evening News an Diego Union and Tribune-Sun		328 261 148 320 155 160
acramento Bee t. Louis Star-Times t. Louis Star-Times talt Lake Tribune-Telegram an Antonio Express Evening News an Diego Union and Tribune-Sun an Francisco Call-Bulletin		328 261 148 320 155 160 161
acramento Bee t. Louis Star-Times t. Petersburg Times-Evening Independent alt Lake Tribune-Telegram an Antonio Express Evening News an Diego Union and Tribune-Sun an Francisco Call-Bulletin an Francisco Chronicle		328 261 148 320 155 160 161 163
acramento Bee t. Louis Star-Times t. Petersburg Times-Evening Independent alt Lake Tribune-Telegram an Antonio Express Evening News an Diego Union and Tribune-Sun an Francisco Call-Bulletin an Francisco Chronicle an Pedro News-Pilot aturday, Evening Post		328 261 148 320 155 160 161 163 330 -101
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acramento Bee t. Louis Star-Times t. Petersburg Times-Evening Independent alt Lake Tribune-Telegram an Antonio Express . Evening News an Diego Union and Tribune-Sun an Francisco Call-Bulletin an Francisco Chronicle an Pedro News-Pilot adurday. Evening Post chenectady Gazette chenectady Union-Star cranton Times cripps-Howard Newspapers cranton Times decrets deventeen South Bend Tribune Southern Agriculturist Southern Agriculturist Southern California Associated Newspapers Southwest Times-Record Spokesman-Review, Spokane Daily Chronicle Springfield Newspapers Stamford Advocate Successful Farming Syracuse Post-Standard  Tacoma News Tribune Tampa Tribune This Week	100	328 320 1148 320 155 160 161 163 330 -101 196 63 333 141 220 8 330 155 188 206 63 133 141 1220 8 175 118 47 192
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acramento Bee t. Louis Star-Times t. Petersburg Times-Evening Independent alt Lake Tribune-Telegram an Antonio Express . Evening News an Diego Union and Tribune-Sun an Francisco Call-Bulletin an Francisco Chronicle an Pedro News-Pilot aturday. Evening Post ichenectady Gazette cichenectady Union-Star icranton Times icran		328 320 148 320 155 160 161 163 330 -101 196 63 33 141 220 8 8 30 155 175 118 47 192 165 281 12-13 204 155 196 196 196 196 196 196 196 196 196 196
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acramento Bee  t. Louis Star-Times  t. Petersburg Times-Evening Independent alt Lake Tribune-Telegram an Antonio Express . Evening News an Diego Union and Tribune-Sun an Francisco Call-Bulletin an Francisco Chronicle an Pedro News-Pilot baturday Evening Post bechenectady Gazette bechenectady Union-Star becrets becrets becrets becerets beventeen bioux City Journal-Tribune bouth Bend Tribune bouthern Agriculturist bouthern California Associated Newspapers bouthwest Times-Record booksman-Review, Spokane Daily Chronicle boringfield Newspapers bouccessful Farming byracuse Post-Standard  Tacoma News Tribune Tampa Tribune This Week Three Feathers Reserve Toledo Blade Troy Record-Times Record		328 328 320 1148 320 155 160 161 163 330 -101 196 63 33 141 220 8 8 30 155 118 47 192 165 118 47 192
acramento Bee t. Louis Star-Times t. Petersburg Times-Evening Independent alt Lake Tribune-Telegram an Antonio Express . Evening News an Diego Union and Tribune-Sun an Francisco Call-Bulletin an Francisco Chronicle an Pedro News-Pilot adurday. Evening Post cichenectady Gazette cichenectady Union-Star cicranton Times ciripps-Howard Newspapers cicranton Times courteen Soux City Journal-Tribune Southern Agriculturist Southern Agriculturist Southern California Associated Newspapers Southwest Times-Record Spokesman-Review, Spokane Daily Chronicle Springfield Newspapers Stamford Advocate Successful Farming Syracuse Post-Standard  Tacoma News Tribune Tampa Tribune This Week Three Feathers Reserve Toledo Blade Troy Record-Times Record Tulsa World-Tribune		328 328 320 1148 320 155 160 161 163 330 -101 196 63 33 141 220 8 8 30 155 118 47 192 165 118 47 192
acramento Bee  tt. Louis Star-Times  tt. Petersburg Times-Evening Independent alt Lake Tribune-Telegram an Antonio Express . Evening News an Diego Union and Tribune-Sun an Francisco Call-Bulletin an Francisco Chronicle an Pedro News-Pilot adurday. Evening Post acchenectady Gazette acchenectady Union-Star accranton Times accranton Times accranton Times accranton Times accranton Times beventeen account City Journal-Tribune account Bend Tribune acco		328 261 148 320 155 160 161 163 330 -101 196 188 206 63 33 141 220 8 330 155 8-49 175 281 118 118 118 118 118 118 118 118 118

Wall Street Journal 5	6
Washington (D. C.) Evening Star	5
Washington (D. C.) Times-Herald	5
WBIG (Greensboro, N. C.)	1
WBZ (Boston, Mass.) 17	2
WCAE (Pittsburgh, Pa.) 13	
WCOA (Pensacola, Fla.)	3
WCOP (Boston, Mass.) 16	
WDLP (Panama City, Fla.)	-
WDRC (Hartford, Conn.)	_
WEAF (New York, N. Y.)	
WEEI (Boston, Mass.)	1
WELI (New Haven, Conn.)	-
The second secon	99
The state of the s	37
West Palm Beach Post and Times	-
WFBL (Syracuse, N. Y.)	-
WFCI (Pawtucket, R. I.)	
WFOY (Jacksonville, Fla.)	
.,	28 24
to our tournesses the contract of the contract	
WHBF (Rock Island, III.)	
	32
	45
	53
Winston-Salem Journal and Sentinel	
	82
WJAR (Providence, R. I.)	
	83
	72
	76
WLW (Cincinnati, O.)	
WMBR (Jacksonville, Fla.)	
	89
WNAX (Yankton, So. Dak.)	41
WNEW (New York, N. Y.)	95
WOAI (San Antonio, Tex.)	07
WOKO (Albany, N. Y.)	98
Woonsocket Call 1	20
Worcester Telegram-Gazette	17
	18
WPTF (Raleigh, No. Car.)	
	92
	96
	12
WTAR (Norfolk, Va.)	
WTIC (Hartford, Conn.)	
	283
WTRY (Troy, N. Y.)	
WWL (New Orleans, La.)	305
Yankee Network, Inc	166
Young & Rubicam, Inc.	22
Toung & Nubledill, Ille	22

**ADVERTISER** 

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And yet you may be doing just that. There's a 7 billion dollar market you could encourage

simply by letting these people know you'd welcome their business. For the Negro looks to his race press for guidance. Your advertising in the Negro papers can earn his con-

the Negro papers can earn his confidence, good will and regular patronage.

But whether your product is cosmetic, food, drink, wearable, or anything else, it will pay you to write to Interstate United Newspapers, Inc., 545 Fifth Ave., New York, for the facts on the success stories built out of reaching this great and growing market through advertising. Write now!

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Page

# Index to County and City Data

(Arranged alphabetically by states)

States	County Data	City Data	States	County Data	City Data
Alabama	293	150	Nebraska	246	142
Arizona	323	157	Nevada	323	157
Arkansas	302	154	New Hampshire	172	111
California	326	158	New Jersey		124
Colorado	322	156	New Mexico		157
Connecticut	180	118			
Delaware	262	143	New York		121
District of Columbia	264	144	North Carolina	270	146
Florida	280	149	North Dakota	242	140
Georgia	276	148	Ohio:	210	132
Idaho	318	156	Oklahoma	298	152
Illinois	222	135	Oregon	336	162
Indiana	218	135	Pennsylvania	204	127
Iowa,	243	140	Rhode Island	178	118
Kansas	250	142	South Carolina	275	148
Kentucky	286	150	South Dakota	240	140
Louisiana	303	154	Tennessee	288	150
Maine	167	111	Texas	307	152
Maryland	262	144	Utah	319	157
Massachusetts,	172	112	Vermont.	168	112
Michigan	229	138	Virginia	264	144
Minnesota	236	139	Washington	334	164
Mississippi	296	151	West Virginia	268	146
Missouri,	256	143	Wisconsin	232	139
Montana	316	156	Wyoming	320	156

For data on Hawaii see page 340.